

Southern **HARDWARE**

Including the SOUTHERN FARM EQUIPMENT section

JANUARY
1954

In this issue
Wage & Working Hour
Trade Survey
Pg. 52



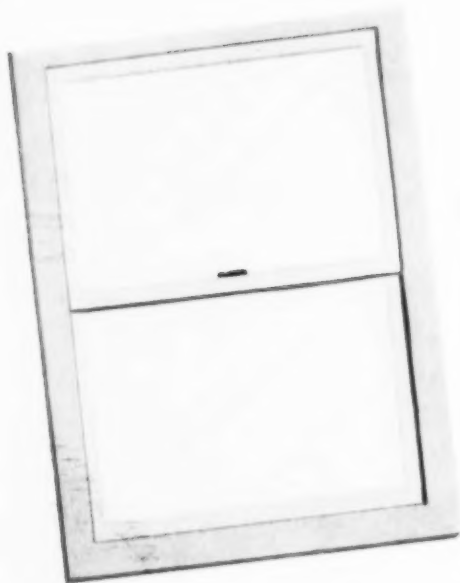
*Acco Greet's Its
Loyal Friends*

*Happy
New Year!*

AMERICAN CHAIN DIVISION
AMERICAN CHAIN & CABLE COMPANY, INC.
BRIDGEPORT • CONNECTICUT

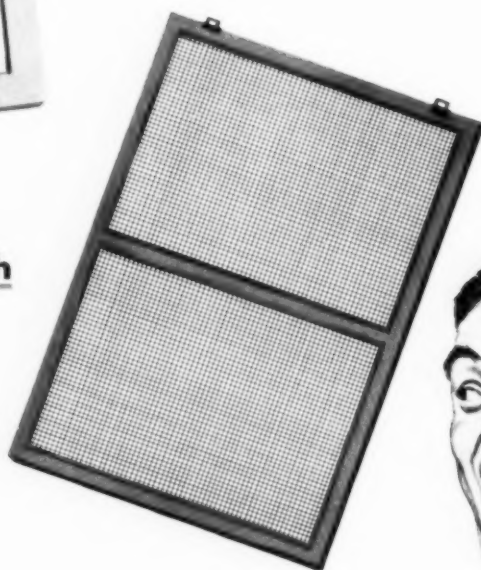
Makers of Quality Chain Products
—Sold through Wholesalers

"INTENTIONALLY BETTER"



Because America is sold on
glass for windows...

Now it's screen cloth
made of glass!



New Chicopee[†] FIBERGLAS^{*} Screen Cloth can't rust, corrode or stain!

And to introduce it...

**A SPECIAL
OFFER**



DISPLAY RACK Cuts - Measures - Dispenses - **PLUS**

FIVE 50 FT. ROLLS of Chicopee Fiberglass Screen Cloth in the five best-selling widths: 26", 28", 30", 32" and 36". Replacements are in 100' lengths.



BOTH YOURS FOR ONLY \$83⁹⁵ (F.O.B. Chicago, Ill.)

This special offer is limited. See your jobber or write directly to us today.

CHICOPEE MILLS, INC., LUMITE DIVISION, 47 Worth Street, New York 13, New York

*M.T.M.O.C.F. Corp.
†Trademark

SOUTHERN HARDWARE is published monthly at 110 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Company, Dalton and Atlanta, Georgia U. S. A.
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Volume 123

Number 1

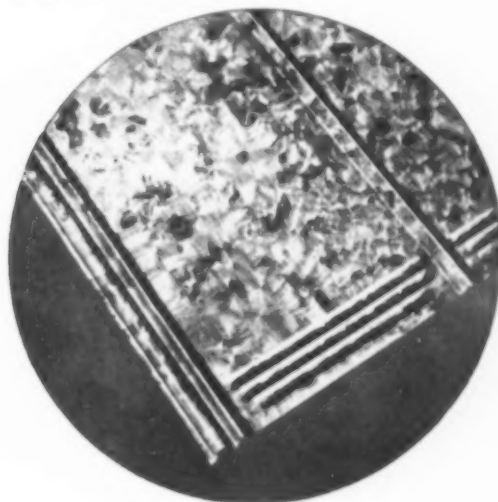
They Lay Stronger Roofs with Stormproof Galvanized Steel



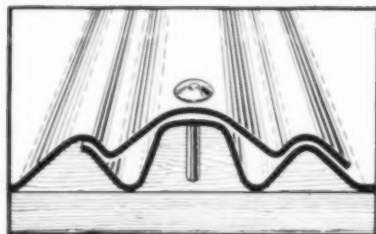
Steel is stronger and stiffer than any other metal commonly used in sheet roofing.

This is the reason why a good galvanized steel roofing sheet like Stormproof can withstand winds that would rip other metal roofing to ribbons. The steel keeps a tighter grip on the nails, and has less tendency to break loose and tear in stormy weather. It has better resistance to damage from falling ice. And it will not break or buckle easily under the weight of a man.

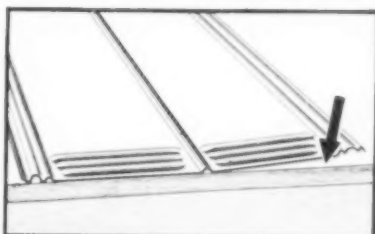
In Bethlehem Stormproof roofing sheets we use strong, durable steel, either plain or copper-bearing. We add to this a uniform, tight coating of brightly spangled zinc as a further guard against corrosion.



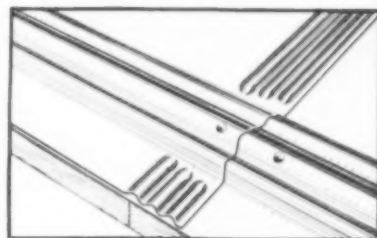
Design features of STORMPROOF ROOFING



Tight joints are assured with the specially designed triple ribs that run the length of Stormproof roofing sheets. Double drains carry off any moisture.



A slight pressure angle formed in each sheet flattens out when the side laps are nailed, forcing the entire sheet to hug the roof. Crimping is not required.



Three ribs hold the bottom of each sheet securely against the top of the next sheet. This prevents water from siphoning between the sheets.

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation.
Export Distributor: Bethlehem Steel Export Corporation

STORMPROOF GALVANIZED STEEL ROOFING





AS LONG AS THERE'S WEATHER
YOUR CUSTOMERS WILL *Demand*

NATIONAL METAL PRODUCTS

FAMOUS LINE OF HOME COMFORT SPECIALTIES
THAT SELL BECAUSE THEY SERVE

IN THE *Profit Spotlight*

National Metal BRONZE WEATHERSTRIP



Packed To Catch The Homemaker's Eye

17 feet of bright, hemmed bronze in a clear plastic case, complete with instructions and nails. Simple, economical weatherstrip kit for one door or window. A quick, profitable sale for you. Assured satisfaction for your customer. Available out of stock in these widths: 1", 1 1/8", 1 1/4" and 1 3/8".

The ORIGINAL Packaged Bronze
Manufactured and distributed
EXCLUSIVELY by National Metal
Products Company of Pittsburgh
No Branches

NATIONAL METAL PRODUCTS COMPANY

MANUFACTURERS OF

- Stampings
- Metal Frame Screens
- Special Rolled Mouldings
- Zinc and Bronze Weatherstripping
- Bronze and Aluminum Thresholds
- Window Guard Units for Mobile Machine Shop
- Aluminum Awnings
- Zinc Products
- Quonset Hut Window Units
- Industrial Polishing

NATIONAL METAL PRODUCTS CO. PITTSBURGH 33, PA.

WRAP UP extra profits!



with this handy
new 6-piece open end
Barcalo
WRENCH SET

- 12 Different Sizes
3/8" to 1"
- Nickel Chrome Moly Alloy Steel
- Polished Chrome Plated Finish
- Wrench Lengths
from 5" to 11"



THE wrap-up feature of this handy new Barcalo kit will help move 'em off your counter fast. Flat package makes an eye-catching display and is easier to handle and store. Attractive leatherette roll keeps tools together when not in use. Here's high quality merchandise with the right price for quick sales.

Order Barcalo No. 1566RL from your jobber now!

BARCALO
DROP-FORGED
TOOLS

They're Guaranteed!

BARCALO MANUFACTURING COMPANY • BUFFALO 4, NEW YORK
SOUTHERN HARDWARE for JANUARY, 1954

A Hardware Week Special

IT'S NEW IT'S BIG

IT'S THE
Jumbo
Ball Assortment!



Just in time for HARDWARE WEEK! This new King Cotton Jumbo Ball Assortment is a terrific sales aid . . . This is the way to stock and SELL ball twine. The display really goes to work for you and the customer is often prompted to buy more than one ball, more than one type.

These are BIG Balls, the twine is a good buy. The display self-shipper is printed in eye-catching blue and yellow on white . . . it's sure to stop the impulse buyer. The balanced assortment gives you an excellent variety with very little inventory.

The King Cotton Jumbo Ball Twine Assortment #25 contains:

- 10 Balls 300' Parcel Post Twine
- 6 Balls 500' Cable Kite Twine
- 4 Balls 500' 4 Ply Household Twine
- 4 Balls 160' 2 Ply Jute Twine
- 3 Balls 175' #18 India Twine
- 3 Balls 150' #24 India Twine
- 3 Balls 60' #4½ India Twine
- 3 Balls 150' #15 Mason Twine

We are
Cooperating

IRHA
Hardware Week
April 16 thru 24



King Cotton
CORDAGE

JOHN H. GRAHAM & CO. INC.
105 DUANE STREET, NEW YORK 8, N. Y.

Other King Cotton Twine Assortments
also in display self shippers



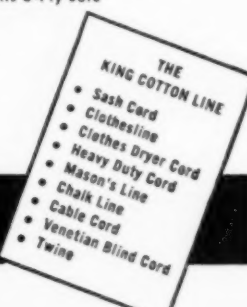
#1N TWINE ASSORTMENT

- 6 Balls Jute Garden Twine
- 6 Balls Polished India Twine
- 6 Balls Red Gift Cord
- 6 Balls Green Gift Cord
- 12 Balls Cabled Household & Kite Twine
- 12 Balls Parcel Post Twine



**#100 JUTE AND INDIA
TWINE ASSORTMENT**

- 25 Balls #60 Polished India
- 25 Balls #18 Polished India
- 25 Balls #36 Polished India
- 25 Balls 3-Ply Jute



WARWOOD

FORGED STEEL TOOLS



THE COMPLETE LINE

Warwood makes the complete forged tool line backed by 100 years experience in production of steel tools.

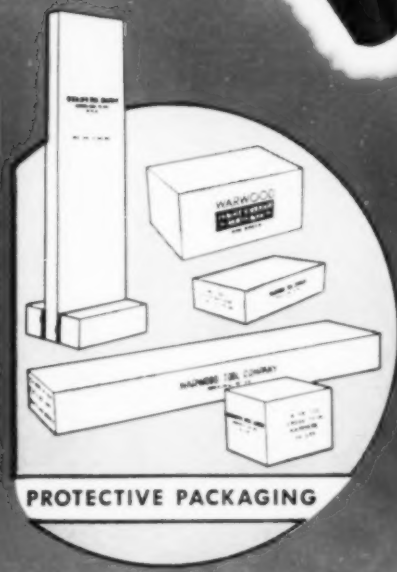
By ordering from one source . . .

— WARWOOD —

you will distribute the best in design, quality, and finish in addition to making a real saving in office work, freight and warehousing costs.

TOOLS FOR:

GENERAL CONSTRUCTION
AGRICULTURE and GARDENING
MINING and INDUSTRY
RAILROAD TRACK MAINTENANCE



WARWOOD TOOL COMPANY, *Wheeling, West Virginia*



Buy of the year 43% PROFIT!

FIVE \$1.19 FLASHLIGHTS FREE

8 Beautiful Olin Flashlights (5 OF THESE ARE FREE)
240 Olin Guaranteed Flashlight Batteries...ALL for \$25.77!

- Retail Value \$45.52
- Your Profit \$19.75...(43.38%)!



240 No. 1511 OLIN GUARANTEED BATTERIES

240 Long-life guaranteed batteries in attractive 48-unit counter display cartons. Each battery carries this Olin guarantee: "If this battery damages your flashlight, send it with battery to us. We will promptly give you free a new flashlight of equal value plus batteries." Suggested Retail Price—15¢

FOR LIMITED TIME ONLY

FREE \$1.19 FLASHLIGHT WITH EACH DEALER CARTON OF 48 OLIN No. 1511 GUARANTEED BATTERIES



8 No. 2011 OLIN FLASHLIGHTS IN HANDSOME COUNTER DISPLAY

2-cell power beam. Fixt-focus. Solid-drawn polished brass with chromium-plated fittings. Lock "ON-OFF" switch. Removable End Cap.

Suggested Retail Price—\$1.19



ELECTRICAL DIVISION
 OLIN INDUSTRIES, INC.
 NEW HAVEN 4, CONN.

Introducing the new...all new

Health-o-Meter

Bath Scale

Model 111

Retail Price

\$7⁹⁵

(Denver and West, \$8.75)

*Look at
these features!*

- Low, streamlined, compact
- Chrome-plated trim
- Easy-to-read magnified dial
- Full 260-lb. capacity
- Gleaming baked enamel finish
- Eight colors—white, green, blue, dubonnet, gray, rose, yellow, black
- Also available in all chrome
- Famous Health-o-Meter accuracy
- Nationally advertised

—and styled by Jean Reinecke
—famous designer of household accessories



Here it is! The *all new* Health-o-Meter Bath Scale that surpasses all others in functional beauty . . . sleekness of design . . . unfailing dependability! Health-o-Meter, the *first* bath scale, leads the field again with the newest, most exciting bath scale ever made. *Styled* to look smarter and sell faster . . . *precision-built* to give faithful accuracy and service . . . *priced-right* to make easier sales, faster profits! Make Health-o-Meter your number one line and watch your profits soar in '54!

Get Ready—

large space color advertisements will announce this new bath scale in the February issues of Good Housekeeping, Better Homes and Gardens

Visit booths 225-227, Housewares Show, Chicago

Continental Scale Corporation

5701 S. CLAREMONT AVENUE • CHICAGO 36, ILLINOIS

Manufacturers of precision weighing instruments

**Order from your jobber now—be ready
to get your share of the big demand!**

SOUTHERN HARDWARE for JANUARY, 1954

IT'S HERE! YOUR FREE TOOL-UP TIME* KIT



MAIL RESERVATION COUPON NOW!

Here is America's greatest sales-making promotion for lawn and garden tools—designed by True Temper in cooperation with the National Retail Hardware Association to build store traffic, make sales and increase profits.

It features 28 fast-moving tools and permits a powerful tie-in with other seasonable merchandise. Look over the sales-making items shown—then mail coupon today so we can reserve a free kit for you.

TRUE TEMPER CORPORATION
Merchandising Dept., Keith Bldg., Cleveland 15, Ohio

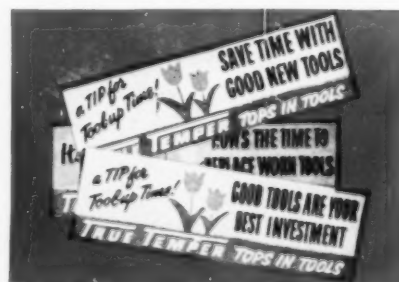
Here's what you get:



4 double pennant banners giving you 8 displays in 4 colors.



1 extra large window banner in 4 colors.



4 ledge banners—all in 4 colors.

©1954 True Temper Corporation

TRUE TEMPER®

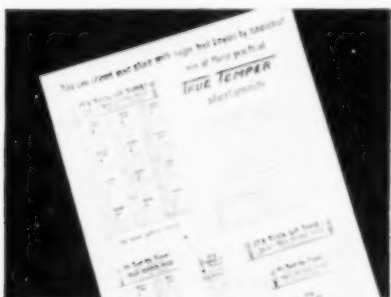
TOPS IN TOOLS



Feature "As advertised" tags.



Suggested model store displays for windows, counters and wall sections. This material prepared by the National Retail Hardware Association at its Indianapolis Headquarters.



Newspaper ad mats in various sizes with 28 individual mats of tools which you can combine to fit your stock.



Mailing folders—imprinted with your name and the selection of tools you desire.



Preprinted, ready gummed price stickers and a packet of stringed price tags.



3 complete True Temper catalogs; one each on garden tools, shears and shovels.



Suggested radio copy for 1 minute and 10 second spot announcements.



Complete instruction folder with suggestions for making effective displays.



National advertising—full page feature tool advertisements in Better Homes & Gardens, Sunset, American Home, and Flower Grower—combined circulation more than 7,500,000 copies per issue.

TRUE TEMPER CORPORATION

Merchandising Dept. 5, Keith Bldg., Cleveland 15, Ohio

I want a Free True Temper Tool-Up Time* Sales-Maker Kit to use in the 1954 season:

Send my Free Tool-Up Time* Kit to arrive about (what date), _____

STORE NAME _____ Please Print

ADDRESS—STREET _____

CITY _____ ZONE _____ STATE _____

MY NAME _____ Please Print

On receipt of this coupon we will send you a proof sheet of the free newspaper ad mats and sample mailing folder. These folders are furnished as desired with your imprint at minimum cost.

*Trademark

NEW

...from

EXCELLO

2 Outstanding *Rotary* Power Mowers Priced to Sell on Sight!

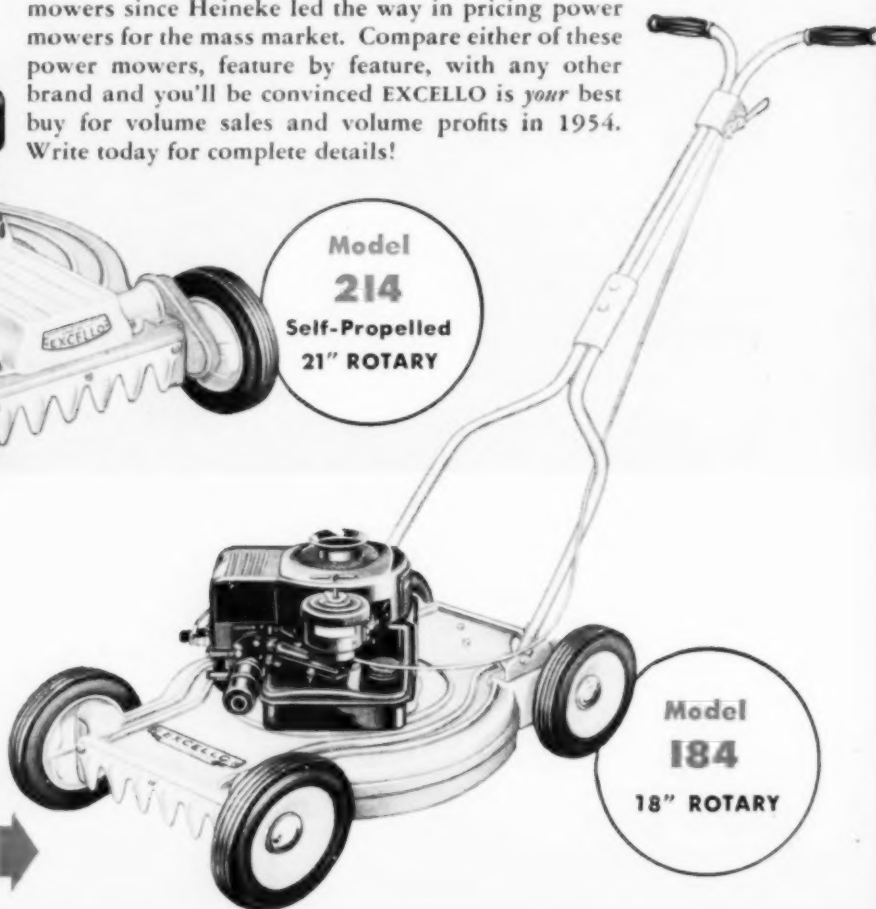
Here are the two "best buys" of the coming selling season and the most impressive values in power mowers since Heineke led the way in pricing power mowers for the mass market. Compare either of these power mowers, feature by feature, with any other brand and you'll be convinced EXCELLO is *your* best buy for volume sales and volume profits in 1954. Write today for complete details!



Model
214
Self-Propelled
21" ROTARY

Self-propelled through front wheels. Cast aluminum shroud for light weight and maximum safety! Rear discharge chute to expel clippings evenly! 2 H.P. Briggs & Stratton engine. Every wanted feature built into this superb power mower!

Has many outstanding features of the 21" model including cast aluminum shroud, rear discharge chute, 8" aluminum wheels, floating tubular steel handle. 1.6 H.P. Briggs & Stratton engine. A quality power mower throughout!



Model
184
18" ROTARY

It All Adds Up to MORE SALES, MORE PROFITS in '54

America's Most Popular Power Mower...the EXCELLO Heavy Duty Model 521

It's the power mower *everyone* likes! Cuts grass like magic... has an enviable record of year-after-year trouble-free service... is easy to handle...and is priced just right. *Your* customers will be glad to recommend it...*you* will like the easy sales, fast turnover, quick profits.

- 1.6 H.P. Briggs & Stratton Engine • Full
- 21" Cutting Width • Positive Action Clutch
- Finest Quality Materials Throughout



**Model
521
REEL**

New 4-color National Magazine Advertising

Full-page, 4-color ads in Life, Saturday Evening Post and Better Homes and Gardens will tell the EXCELLO power mower story to practically every home owner in the country this year. 5 other leading national magazines will carry supporting ads through the selling season. With the coming of Spring, gardeners in your community will go shopping for the new EXCELLO rotaries or one of the familiar EXCELLO lightweight or reel models "as advertised" in LIFE... the POST... BETTER HOMES. Get lined up *now* to cash in on your share of this business sent to you by these important publications.

Nation-Wide Service Eliminates Dealer Headaches

In addition to new merchandise, new advertising and an expanded line broad enough to help you clinch every sale, Heineke & Company, through a recently established group of authorized service dealers, frees you completely from service headaches... permits you and your salesmen to spend all their time selling. This is just one more reason why you make more sales... more profits... with EXCELLO.



Show EXCELLO with Pride...
Sell EXCELLO with Confidence

HEINEKE & COMPANY

Since 1902

Springfield, Illinois

*plus 2 Lightweight Rotary and 2 Reel
Models to Help You Cover the Market*



2 Cycle
Rotary Mower
Model 318-GR



Electric
Rotary Mower
Model 183-ER



18" Reel
Power Mower
Model 518



24" Reel
Power Mower
Model 524

An 18" lightweight rotary power mower. Extremely maneuverable and economical to operate! Cutting disc, fully enclosed, has 4 cutter knives of tough onyx spring steel. Multiple cutting heights. Reversible handle for mowing in either direction.

An 18" push-button controlled power mower for the small lawn. Plugs into any 115 volt, 60 cycle A.C. power outlet. Fully enclosed cutting disc with 4 cutter knives of tough onyx spring steel. Multiple cutting heights. Reversible handle for two-way mowing.

A sturdy, easily operated power mower for small to medium size lawns. Very maneuverable. Light and easy to handle... fine for women. Full 18" cutting width. 1.1 H.P. B & S 4-cycle engine.

A deluxe, heavy duty power mower for lawns up to estate size, 12 1/2" dual wheels and dual idler pulley clutch. Precision built throughout. Full 24" cutting width. 2 H.P. B & S 4-cycle engine.

Year 'Round Radio and TV Support

EXCELLO power mowers are given away each week on "Ladies Fair," "Welcome Travelers" and the "Bob Crosby Show," as well as on a variety of other shows. Millions of listeners hear these radio and TV shows each week... hear and see the name EXCELLO... are being conditioned to demand EXCELLO when they buy a power mower!

"It's a Promise"...from EXCELLO...The Trouble-free Line



JANUARY — Sign of Aquarius the Water-Man

If your birthday is in January . . . your mind is keen and open to new ideas . . . you are courageous and serene . . . you will find that J&L Galvanized Ware fits your keen desire for turnover and profit.

Every month is a **PROFIT-SIGN**
with J & L Galvanized Ware

Your Customers Know and Buy J&L Ware . . .

Galvanized ware moves better and profits are more satisfactory when you stock a line with an accepted name like J&L. People have confidence in the J&L reputation for quality and sturdy service. They buy it when they see it in your store.

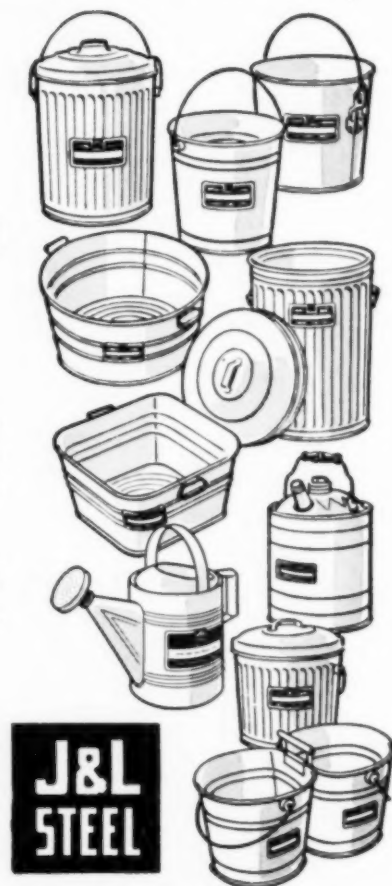
J&L Ware is priced to cover the big volume market . . . and yield a healthy profit to the hardware dealer. Ask your Hardware Jobber for complete information. Call him today. If you need additional help or information write direct to J&L.

Jones & Laughlin

STEEL CORPORATION — Container Division

NEW YORK 17, NEW YORK

Galvanized Ware Plants: Toledo, Ohio, and Atlanta, Georgia



**J&L
STEEL**

WARE

*This is the world's finest
Plier Wrench*



Snap-Lock DELUXE

No. 2610-10"

No. 2607- 7"

PROMPT DELIVERY

FREE: Display
Literature
Mats

Are you offering it to your customers?

These exclusive advantages: SWIVEL JAW • JAW SIZE INDICATOR • FINGER-TIP LOCK RELEASE

Fits work. Holds tighter. Visual, on handle. Saves time.

Saves hard pull to unlock jaws.

*Write Snap-Lock
in your want book*

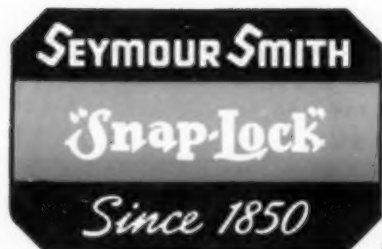
Your Seymour Smith distributor
has full information—or write us.



No. 610-10"

No. 607- 7"

Also Utility Pattern "Snap-Lock". Same locking principle,
same rugged construction but without exclusive features above.



Seymour Smith & Son, Inc., 44001 Main Street, Oakville, Conn.

Sales Representative: John H. Graham & Co., Inc.,

105 Duane St., New York 8, N. Y.

The Story of Moto-Mower Quality Leadership

Will be Told Through the Industry's
Greatest Advertising and Promotional Program



Cash in on Moto-Mower's thirty-five years of Quality Leadership—quality that has produced hundreds of thousands of enthusiastic Moto-Mower owners. These satisfied owners are your best salesmen. They tell their neighbors what a fine job of mowing the Moto-Mower does—and about its sure-starting, dependable, trouble-free operation.

This Moto-Mower quality story will be told to mower prospects everywhere through what we believe to be the greatest volume of national magazine and local advertising to be used by any mower manufacturer during 1954. Starting with a full-color, double spread ad in LIFE, color ads will appear throughout the mower buying season in Post, Better Homes & Gardens, House & Garden, Sunset, American Home, and Progressive Farmer. Liberal allowances have been made for local newspaper advertising.

Nothing sells like proven quality. So—handle Moto-Mower and let the thousands of satisfied Moto-Mower boosters send new customers to *your* store.

THE MOTO-MOWER COMPANY

Richmond, Indiana

Subsidiary of DETROIT HARVESTER COMPANY

There's a Moto-Mower in a Type, Size, and



Shown above is the Moto-Mower 20" Moto-Boy with Weed-Topper attachment. There is a Moto-Mower model—reel-type or rotary—in a size and price to meet the mowing needs and pocketbook of every customer.

Price to Meet the Needs of Every Customer

You can put your confidence

in the

'MIKE'
®

line *

QUALITY TWINES AND CORDAGES

New Packaging for the New Year

KITCHEN LINES
HOUSEHOLD TWINES
WRAPPING TWINES
NYLON CASTING LINES
PARCEL POST TWINES
GIFT CORDS
SEA ISLAND TWINES
EXPRESS TWINES
KITE CORDS
CHALK LINES
JUMP ROPE
MOP HEADS
STARTER ROPES
POLISHED INDIA TWINES
PLASTIC CLOTHES LINES
JUTE TWINE



MIKE PLASTIC
CLOTHES LINE

ART. 575

Packed 12 50-ft. hanks — connected as illustrated

MIKE SOLID BRAIDED
CLOTHES LINE (No. 6)

ART 556

Packed 12 50-ft. hanks — connected as illustrated

NEW
CUSTOMER APPEAL

These attractively packaged clothes lines have instant customer appeal—both plastic and braided lines are now put up in connecting 50 ft. hanks. Red, white and blue individual cartons have cellophane windows. MIKE Plastic Clothes Line, Art. 575, wipes clean easily and won't stretch—lasts indefinitely. MIKE Solid Braided Clothes Line, Art. 556, is a longer wearing, high quality Cotton line—easy to tie.



ORDERS OF \$50.00 OR MORE, FREIGHT PREPAID. Orders of less than \$20.00 f.o.b. Mill, Lawndale, N. C., Los Angeles, California, or Marietta, Minnesota. Orders of \$20.00 to \$50.00, freight allowed to \$1.00 per cwt. Freight prepaid does not include extra charges incurred outside carrier's regular zone of delivery.

When you display the **MIKE** line—
it Sells!

Cleveland Mills Company

ESTABLISHED IN 1873

LAWNDALE, NORTH CAROLINA

2102 Colorado Blvd.
Los Angeles 41, Calif.

Marietta
Minnesota



A veteran of 53 years in the lumber business, E. C. Kerr finds that Pressure-Creosoted Fence Posts account for a healthy share of his volume.



Here Mr. Kerr checks his stocks of Pressure-Creosoted Lumber in the yard of Ditmars, Kerr and Company, West Liberty, Iowa.

For 30 years

PRESSURE-CREOSOTED FENCE POSTS

have been a fast moving item

for **Ditmars, Kerr and Company**
WEST LIBERTY, IOWA

E. C. Kerr has been in the lumber business for 53 years, and for 30 of those years Pressure-Creosoted Fence Posts have been an important item in his line. Today, his company—Ditmars, Kerr and Company, West Liberty, Iowa—handles Creosoted products by the carload with Pressure-Creosoted Fence Posts accounting for nearly 10% of his total yearly volume.

Located in the center of some of the country's richest farming land, Ditmars, Kerr and Company sells Pressure-Creosoted Fence Posts to their customers in average lots of 150 to 200 posts.

Mr. Kerr uses his local weekly newspaper for reminder advertising, but says that the real job of selling Pressure-Creosoted Fence Posts has been done over the years by word of mouth.

Why are Pressure-Creosoted Fence Posts such good sellers? Mr. Kerr says it's because they are long lasting, light, easy to staple, trim looking, tough, come in any size and the cost is low.



What is Pressure-Creosoting?

Modern wood treating plants, using precise engineering methods, force a measured amount of Creosote into wood posts. This process protects them from termites, fungi, and dry rot . . . gives them far longer life. Many of these plants use U.S.S. Creosote, a quality product of United States Steel.

Here's help for you in selling Pressure-Creosoted Fence Posts

Turn the page to read how the makers of U.S.S. Creosote are helping to promote the use of pressure-creosoted fence posts in your area. Then mail this card (no stamp necessary) for full information on how to become a pressure-creosoted fence post dealer.

MAIL THIS CARD TODAY—NO STAMP NEEDED

United States Steel Corporation
Room 4232, 525 William Penn Place
Pittsburgh 30, Pennsylvania

I'm interested in handling pressure-creosoted fence posts. Please send me more information and put me in touch with pressure-treaters who produce this product. And include a copy of your new guide, "Fences That Pay."

Name

Address

City

State

DEALER SIGNATURE _____

**A HIT IN '53 -
A HOME RUN IN '54!**



Styled by

Carl Christensen
Outstanding
Industrial Designer

Cooper *Cyclo-mo* **ROTARY POWER MOWERS** **18" and 20" Cut**

The COOPER Cyclo-Mo Trimmer Type Rotary Mower - an instant hit when introduced in '53 - now sets a new high in design and will surely make a "HOME RUN" for dealers in '54.

Improved design provides lighter weight, maximum safety, closer trim, contour cut with NO SCALPING, adjustable front grass chute eliminates windrowing or bunching, simple height adjustment from 1 1/4" to 3 1/4" permits the cutting of high grass or tough weeds, plus new Briggs & Stratton 4-cycle, easy starting engine for extreme flexibility and power. Truly "TOPS" in design, performance and safety.



Specially designed blade and shroud has desirable leaf mulching action. Tubular type all-steel handle with large rubber grips stands up for easy and compact storage.

"Imperial"

27" ROLLER TYPE MOWER

Rubber covered steel roller and caster wheels. New positive reel adjustment and new all-steel welded deck. Briggs & Stratton 4-cycle 3.1 HP engine. Rubber tired Riding Sulky (optional equipment).



Nationally Advertised for '54 in

Saturday Evening Post
Better Homes & Gardens
American Home
Flower Grower
Sunset
American Cemetery
Park Maintenance
Farm Quarterly
Successful Farming

KLIPPER **REEL TYPE POWER MOWERS** **18" and 20" Cut**

Fully enclosed oversize Diamond chain drive. Oversize enclosed Timken reel bearings with automatic takeup. Tubular standup steel handle. Patented, positive action, non-wearing clutch. Simple, powerful, self-locking. Extra strong, zinc die cast alloy frame. Zinc die cast alloy pinions with hardened steel inserts. Patented "Quickset" height adjustment with a range of 1/2" to 2 1/4". Briggs & Stratton 4-cycle engines. Power driven weed cutter (optional).



Write or **WIRE** for literature, prices and name of nearest distributor.

COOPER MANUFACTURING COMPANY

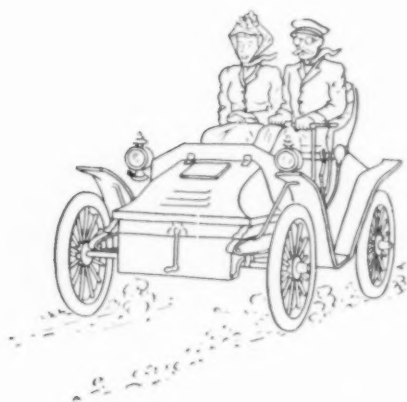
627-629 South First Avenue
Marshalltown, Iowa

BUILT FOR THOSE WHO WANT THE BEST



50

1904-1954



YEARS



...of service to the Hardware, Farm Equipment and Auto dealer...The **FEDERATED** Man knows the special requirements of **YOUR** business.

**INSURANCE AT A SAVING FOR
BUSINESS, HOME and CAR**



IT'S GOOD BUSINESS TO SUPPORT YOUR ASSOCIATION

Newton's GHOSTS ARE ON THE MOVE

2 New NYLON LINES

GHOST NYLON CASTING

SILICONE TREATED "CRAVENETTE" SUPER WATER REPELLENT

- Super-soft for easier, longer casts—no breaking-in period on the reel.
- Less stretch, very small diameter for test.
- The slickest, smoothest, longest-wearing casting line you have ever sold.
- Black or Camouflage colors in 10 to 30 lb. tests—\$1.20 to \$1.85 list per spool.



GHOST NYLON FLY

IT FLOATS! FOR TOP-WATER FISHING

SUPER X FINISH

- X-TRA SHOOTING POWER
- X-TRA BUOYANT
- X-TRA TOUGH
- X-TRA SMOOTH

- The perfect floating fly line.
- Does not get tacky in extreme heat.
- Available in Levels and Tapers.

Levels \$1.85 to \$3.00 list.

Tapers \$10.00 and \$11.00 list.



INTRODUCTORY COUNTER DISPLAY

Three Ghost Fly Lines furnished in attractive counter display if desired. Popular sizes for your trade. No charge for display.

ASK YOUR JOBBER SALESMAN FOR THESE TWO GREAT NEW GHOSTS!

NEWTON LINE CO., INC., HOMER, NEW YORK, U.S.A.

5 more in '54!

NEW PROFIT-BUILDING
ADDITIONS TO

Revere Ware

REVERE IS LOOKING AHEAD . . . AND GOING AHEAD
WITH MORE OF EVERYTHING TO HELP YOU SELL IN 1954!

more

fast-selling items.

Here are five new fast-selling items to give your sales a powerful push. These are attractive new pieces with tremendous appeal. They'll not only sell on sight but will give all your popular Revere Ware a tremendous sales lift.

more

consumers reached through Revere's new co-operative advertising.

An all-out co-operative newspaper advertising program is in effect for all Revere retailers. You can organize immediately to take advantage of this new program. It's designed to increase your sales and better your competitive position!

more

publications added to Revere's national advertising program.

Woman's Day and *Family Circle* have now been added to Revere's powerful national advertising program.

Full page, four color advertisements, devoted exclusively to Revere Ware, will appear in *Better Homes & Gardens*, *Gourmet*, *Ladies' Home Journal*, *McCall's*, *Progressive Farmer*, *Successful Farming*, *Sunset*, *Family Circle*, *Woman's Day*.

Action—impelling Revere Ware sales messages will also be seen on "Meet the Press" over NBC-TV's national network.

See Revere
Ware at the
Chicago Housewares
Show in Booth
#640-642-644-646

REVERE WARE WILL HELP YOU MAKE THIS YOUR BIGGEST YEAR.
"5 MORE IN '54" IS JUST THE BEGINNING OF THINGS TO COME!

REVERE COPPER AND BRASS INCORPORATED

Rome Manufacturing Company Division, Rome, New York
ROME, NEW YORK • CLINTON, ILLINOIS • RIVERSIDE, CALIFORNIA
SEE "MEET THE PRESS" ON NBC TELEVISION, SUNDAYS

4 CUP DRIP COFFEE MAKER. Ideal for the small family. Makes 2, 3, or 4 cups. Copper-Clad, Stainless Steel.
No. 1594—Retail, \$9.95



5 QT. DELUXE TEA KETTLE. Cool Black Bakelite handle grip and cover knob. Spout designed for fast filling and easy pouring. Solid Copper. Chrome Plated.
No. 888—Retail, \$8.95



2 QT. PENTHOUSE WHISTLER. Attractive, cool, raffia wrapped red handle with metal whistle and Red Bakelite Cap. Solid Copper. Chrome Plated.
No. 2247—Retail, \$3.95



14 CUP COFFEE MAKER AND SERVER. Newly designed percolator for perfect coffee at parties or for outdoor cooking. Copper-Clad, Stainless Steel.
No. 1544—Retail, \$25.00



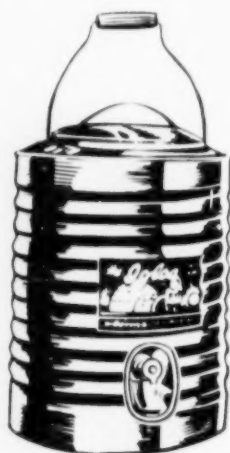
FRENCH FRYER BASKET. Fits 3 qt. sauce pan. Easy draining attachment. All Stainless Steel construction.
No. 1423—Retail, \$3.50



Make '54 A BANNER Profit Year With ...



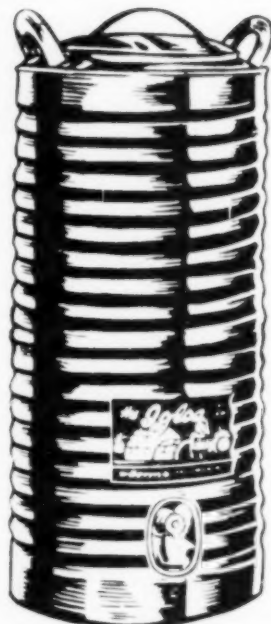
WORLD'S BEST PORTABLE WATER COOLERS



2 & 3 GAL. SIZES



5, 10 & 15 GAL. SIZES



5 GAL. SLIM MODEL

NEW MODELS, NEW PRICES ADD NEW SALES APPEAL

Sturdy IGLOO Water Coolers have already won a place on the honor roll of products giving better service to the hardware field through modern methods of manufacturing. Now Igloo, the **FIRST** and **ONLY** fully corrugated cooler, sets out to make 1954 another banner year by offering new, improved models at extremely competitive prices. Igloo's all galvanized steel construction, double-lock seams, fully enclosed lid, recessed spigot and many other quality features make it the World's Best Portable Cooler.

Igloo Economy Water Cans (without spigot) available now in 2, 3, 5 and 10 gallon sizes. Multiple packaging

WRITE TODAY FOR LITERATURE AND NEW PRICES

BETTIS CORPORATION

P. O. Drawer 9365
HOUSTON 11, TEXAS



**NEW 1954
TRAFFIC
BUILDER PLAN!**

Build store traffic by offering cool drinking water FREE from an IGLOO Cooler!

PROMOTION PACKAGE—

With your IGLOO 5-gal. cooler, you get a Promotion Package including: Window Banner, Newspaper Ad Mats, Pack of Small Folders, Point-of-Purchase Display, Sales Plan Sheet and Package of Paper Cups.

Write for Your Package Today!



Choose from 20,000 shapes and sizes

**REPUBLIC BOLTS, NUTS,
SCREWS, RIVETS**

● More than 20,000 regular items are made and stocked by Republic. They are uniform in size, accurately threaded, easy to assemble, tough and strong to withstand shock and vibration.

Highest quality steel, modern plant facilities and equipment, rigid control at every step of production assure you of long-lasting, top-quality fasteners. Depend on Republic for complete coverage of all your fastener requirements.

REPUBLIC STEEL CORPORATION

Bolt and Nut Division

CLEVELAND 13, OHIO • GADSDEN, ALABAMA

Export Department: Chrysler Building, New York 17, N. Y.





A Reminder About Screens . . .

THIS FREE DISPLAY

reminds your customers Spring is screen-up time!

New . . . 4 Bright Colors . . . this Stanley Screen Hardware display is yours for the asking. The most wanted items are shown actual size . . . just set it up where it can be seen and sell for you. Check your stock of Stanley Screen Hardware. Send for your free display

and we'll include a copy of the 8-page folder that is your handy catalog of 1954 screen hardware. Free newspaper mats and imprinted stuffers, too. Don't delay. Be ready for screen-up time. Write The Stanley Works, New Britain, Connecticut.

Stanley salutes the Geo. Worthington Co., Cleveland, Ohio . . . 125 years young



REMEMBER . . .



Three Hinges to a Door

STANLEY

HARDWARE

STANLEY

TOOLS
ELECTRIC TOOLS
STEEL STRAPPING
STEEL

Southern HARDWARE

Hardware and Allied Lines—Farm Operating Equipment

Vol. 123

January, 1954

No. 1

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SOUTHERN BUILDING SUPPLIES SOUTHERN APPLIANCES
SOUTHERN POWER & INDUSTRY

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SAVES valuable shelf space
valuable counter space

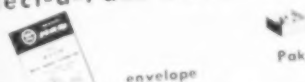
NEW NATIONAL LOCK "Select-a-Pak" MERCHANDISING SYSTEM



- Handy "Pak" has clear acetate slide cover... shows merchandise attractively
- Provides extra customer convenience... dependable product protection

ONE GLANCE TELLS YOU...
Select-a-Paks SAVE SPACE

BY THE
ITEM



BY THE
CARTON



BY THE
CASE



As Much As 75% Space Savings!

FAST-MOVING "Select-a-Pak" ASSORTMENTS
"serv-yourself" DISPENSERS
are COMPACT...FREE



CABINET HARDWARE No. 32
WOOD SCREW No. 24
STOVE BOLT No. 26

distinctive hardware... all from 1 source



NATIONAL LOCK COMPANY

Rockford, Illinois
Merchant Sales Division

Announcing The New—

PYREX

WARE

®

Hot-Spot

STORE-TESTED



The
"HOT-SPOT"

- Provides Strong
PYREX Identification!
- Displays A Wide
Assortment Of Ware!
- Is Designed To Fit
Standard Counters!
- Includes Colorful Price
Stickers—Free!
- Is Of Sturdy, All-Metal
Construction!

**HERE'S
WHAT DEALERS
WHO HAVE TESTED
THE "HOT-SPOT"
HAVE TO SAY
ABOUT IT...**

"The new PYREX Ware 'Hot-Spot' makes shopping and self-service easier for our customers—stepped up sales for us, too!"

"Shoppers are attracted to this PYREX Ware shopping center. They look and remember to buy the ware that they need!"

"The PYREX Ware 'Hot-Spot' organizes our stock and allows us to display a wider variety of PYREX Ware."

"The 'Hot-Spot' stepped up our sales volume by its hard-selling display of PYREX items!"

 Corning Glass Works, Consumers Products Division,

Self-Service Salesman!

MERCHANDISER AUTOMATICALLY INCREASES YOUR **PYREX** SALES AND PROFITS!

WARE

● Actual store tests prove this new, modern, attractive PYREX Ware Self-Service Salesman automatically increases sales and profits on PYREX Ware—wherever it is installed!

The "Hot-Spot" was sales-tested in the house-

wares sections of typical stores. No special advertising or store promotions were put on. But, *in every instance*, PYREX Ware sales and profits *increased substantially* when the Hot-Spot Self-Service Salesman was put to work!

Let The "Hot-Spot" Organize Your **PYREX** Department For Greater Profits!

WARE

The "Hot-Spot" is a complete PYREX Ware shopping center that makes buying easier for your customers, makes selling easier and more profitable for *you*! It keeps your PYREX Ware well displayed, orderly, easy to shop from. It

encourages self-service and attracts the attention of passing shoppers. With the "Hot-Spot", you can display up to 31 different items under the powerful, sales-making banner of the famous PYREX trade-mark.

The "Hot-Spot" Is Especially Designed To Help You Take Full Advantage Of These Important Features Of PYREX Ware—

1. TOP MARGIN IN HOUSEWARES!—

PYREX Ware has 7% *higher* gross margin than the average for housewares!

2. FASTER TURNOVER!—

PYREX Ware has fast turnover—almost *double* the average in the housewares field!

3. BETTER ANNUAL SALES!—

PYREX Ware produces over *twice* the annual sales of the average housewares line!

4. BIGGER NET PROFITS!—

PYREX Ware shows a net profit of 9.3% of sales—over 9 times the average for housewares!

5. SAVINGS ON FREIGHT COSTS!—

Savings on freight also help your profit picture—there's a nearby PYREX Ware Distributor ready to serve you promptly!

6. YEAR-ROUND NATIONAL ADVERTISING!—

The big, colorful, powerful PYREX Ware campaign creates sales opportunities the year round!

7. MERCHANDISING THAT MOVES GOODS!—

Special PYREX Ware sales promotions move goods from your store! New designs, new items keep the line always fresh and appealing!

8. FAIR-TRADE PROFIT PROTECTION!—

The PYREX Ware Fair-Trade Policy protects your profits!

9. A TRADE-MARK FAMOUS FOR QUALITY!—

"PYREX" is a powerful buy-word with your customers—one of the most trusted trade-marks in housewares!

PUT THIS "HOT-SPOT" SALESMAN TO WORK FOR YOU!

The PYREX "Hot-Spot" requires little counter or floor space—it's only 34" high, 20½" wide, and 16¼" deep. Set it up almost anywhere in a good traffic location—and watch your PYREX Ware sales and profits increase!

FOR FULL DETAILS see your regular PYREX Ware distributor or write us **TODAY!**

Corning Glass Works,
Department SH-14, Corning, N. Y.

Please send me, without obligation, full details of the new PYREX Ware Hot-Spot Self-Service Salesman—how I can get it, and what it can do to organize my PYREX Ware department for bigger sales and profits!

NAME _____

COMPANY _____

STREET ADDRESS _____

CITY _____ ZONE _____ STATE _____

Corning, New York

HARDWARE BUSINESS TRENDS

AND PRICE CHANGES

Some Readjustment Foreseen, but Business Activity to be Strong

WHILE TALK OF an economic "readjustment" goes on, consumer spending holds to a high level. Personal incomes are at an annual rate of about 286 billion dollars, employment, despite some shrinkage, continues high, and government spending for defense still is counted in billions. Taken together, these factors would seem to assure a stable economy in the months ahead.

Production Cut

Undoubtedly, there will be some further "readjustment." Industrial production has slipped in recent months, primarily as a result of cutbacks in production of durable goods. Earlier in the year all-out production of automobiles, appliances and other durables left warehouses and pipelines bulging. Now production is tapering off until inventories are cut down.

While somewhat slower business is predicted for the early months of 1954, the level of business still will be above any prewar year. The Federal Reserve Bank of Philadelphia points out that few forecasts predict a decline in industrial production of more than 15 percent. A 15 percent drop in output would be about the 1949 rate—a level of activity higher than in any but the last few years.

Farm Income

Further, it appears that farm income has about reached the low point of its recession. Income has held steady for about three months. While the farmer's problems are by no means solved it is unlikely that the government will allow farm income to slide beyond certain points.

It is almost assured that Congress will provide both consumers and business with some tax relief. This could favorably effect retail sales, at a time when consumer

credit trends point to a decline in individual demand.

Employment Holds to High Level

IN THE THIRD quarter of 1953 the high level of employment continued to assure good business in the months ahead. Though 1.2 million less persons were employed than the record 63.4 million in August, total employment was still a significant factor in the nation's economy.

Unemployment in this period was about 1.8 percent of the labor force.

Business Inventories Show Slight Gain

BUSINESS inventories totaled 79.3 billion dollars at the opening of 1953's last quarter, 1.8 billion higher than at the end of June. This compares with a gain of about 2.2 billion in the year's second quarter. Retail stocks increased

nearly 700 million dollars in the third quarter compared with about 475 million in the second.

According to the Department of Commerce, over 400 million of the third quarter rise was in automotive products. A large part of the increase in nondurable stocks was in apparel stores. Most of the inventory gain at the manufacturing level during the third quarter was in durable goods.

Farm Income Off 5% in '53's First Ten Months

FARMERS RECEIVED about 24.3 billion dollars from marketings in the first 10 months of 1953, five percent less than in the same period of 1952. Lower prices during the year, only partially were offset by increased marketings, according to the Department of Agriculture.

Receipts from livestock and livestock products from January through October were around 14.2 billion dollars, seven percent below 1952. Receipts from meat animals were down rather sharply, mainly because of lower prices for cattle and calves. Crop receipts for the 10-month period were about 10.6 billion dollars, two percent less than last year, according to the Department of Agriculture.

Wholesale Hardware Sales and Inventories

Geographic Division	% change in sales Oct. 1953 from		10 mos. 1953 from	% change in inventories Oct. 1953 from		Stocks-Sales Ratio		
	Oct. 1952	Sept. 1953	10 mos. 1952	Oct. 1952	Sept. 1953	Oct. '53	Oct. '52	Sept. '53
U. S. Total Sales	- 6	0	+ 4	+10	+ 1	160	137	157
Hardware:								
South Atlantic	-15	- 5	- 2	+12	0	252	191	240
East South Central	-13	- 1	+ 1	+17	- 1	263	194	261
West South Central	- 9	- 3	- 1	+14	- 1	258	209	253

(From U. S. Dept. of Commerce Monthly Report)

Sealand

FIRST FAMILY OF SPORTS



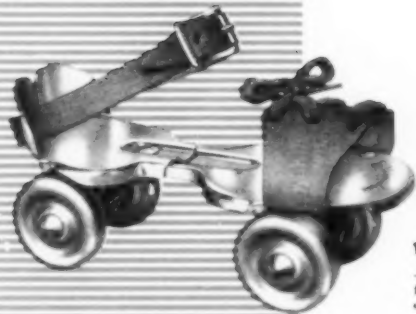
ROLLER SKATES *GIVE YOU FASTER TURNOVER!*



FROM SHELVES TO SIDEWALKS WITH AMAZING SPEED!

THE "FAVORITE" No. 5

— the finest all-around skate in the world...
"Super-Speed" wheels each with 18 ball bearings...
"Sure-Grip" footplates with "Sure-Grip" cleats...
oscillating trucks that let skates tilt for easy turning and steering... Unilite-plated... extends from 8 $\frac{1}{4}$ " to 10 $\frac{3}{4}$ ".



THE LILLIPUTIAN "TRAINER" No. 1

— for l'il kids learning to roll for the first time... wheels mounted directly on axle... keyless... clampless... plates scientifically designed for children's shoes... red leather straps... bright Unilite-plated finish... extends from 6" to 7 $\frac{3}{4}$ ".

Frequently, new dealers are amazed at the fast turnover records set by Union Hardware roller skates. But no one should be. For Union Hardware roller skates move quickly from dealers to customers as there's a customer for every skate; a skate for every customer... from adults to toddlers.

Yes, indeed, Union Hardware roller skates are an ideal product for you to handle. For roller skates are staple... never deteriorate. You're not bothered with ever-changing models; worried over trade-ins or inventory depreciation. And as long as millions of kids keep growing up, you'll always have a rich market for Union Hardware roller skates.

See your Sealand representative soon and ask him to show you Union Hardware's seven marvelous models; point out the seven exclusive, fabulous features.

In each package is included a free copy of the booklet, "How to Have Fun on Union Hardware Roller Skates."

Buy THE SPORTS BRAND MILLIONS DEMAND!

Sealand, Inc.
Torrington, Connecticut

Since 1826

NEW YORK • CHICAGO • ATLANTA • LOS ANGELES

HARDWARE INDUSTRY NEWS

MANUFACTURERS - WHOLESALERS

Ruberoid Board Elects Woodward President

THE BOARD OF directors of The Ruberoid Co., manufacturers of asphalt roofing and asbestos-cement building materials, has announced the election of Stanley Woodward to the presidency of the company, effective January 1, 1954. At the same meeting, Herbert Abraham was elected to the newly created post of chairman of the board.



Stanley Woodward

Woodward, now executive vice-president, has been with The Ruberoid Co. for 25 years. He was vice-president in charge of the Southern Division, at Baltimore, up to 1950. Prior to his association with Ruberoid, Woodward was vice-president of the Continental Roofing and Manufacturing Co., Baltimore, Md., and Mobile, Ala., which he helped to organize in 1922 and which was acquired by Ruberoid in 1928.

Burguet New Sales Head of Parker Mfg. Co.

JACQUES J. BURGUET has been named sales manager of the Parker Manufacturing Co., effective last November. He will continue to serve as advertising manager.

Wholesalers, Manufacturers to Meet in New Orleans, April 11-15

NEW ORLEANS WAS selected many months ago as the place for holding the 1954 joint convention of the Southern Wholesale Hardware Association and the American Hardware Manufacturers Association. However, the formal announcements of the convention were not sent out by the two associations to their respective members until December 12; and the rush of requests for hotel reservations started immediately thereafter.

Six leading New Orleans hotels have joined in guaranteeing a minimum of 1200 rooms for the convention — the Roosevelt, Jung, St. Charles, Monteleone, New Orleans and De Soto. Convention headquarters will be at the Roosevelt, which is within easy walking distance of the other hotels.

The convention will be held the week of April 11. It will follow the usual general schedule, with reg-

istrations starting Saturday afternoon, April 10, first business sessions on Monday and concluding business on Thursday morning, April 15.

New Orleans has always been a popular convention city with the hardware fraternity. But because of inability to get adequate hotel facilities in recent years, this will be the first time this joint convention had been held in New Orleans since 1941. Accordingly, a large attendance is expected.

Further information may be obtained by addressing the wholesalers' association at 814 Metcalf Building, Orlando, Florida, or the manufacturers' association at 341 Madison Avenue, New York 17, N. Y. However, neither association office is in position to assist in getting hotel rooms, and all requests for reservations must be made direct with the various New Orleans hotels.

Burguet was in the sales department of the Gillette Safety Razor Co. for three years prior to World War II. He served as Captain in the Medical Administrative Corps of the United States Army for five years and joined Parker in 1945.



Jacques J. Burguet

Linen Thread Co. Acquires New Assets

THE LINEN THREAD Co., Inc. has acquired the assets of R. J. Ederer Co., Ederer, Inc., Adams Net & Twine Co., and Paul's Fish Net Co. The negotiations were completed on December 1, 1953.

Assets purchased include plants and machinery, inventory, brands and trade marks, and bills receivable.

The products manufactured and sold by these four corporations will be continued as before under their various brands as far as practical. The business is now being conducted through divisions of the Linen Thread Co., and through the regular trade channels already established.

The combination of resources, including research, development and manufacturing facilities, is expected to bring improved and new

products, as well as better service to the trade, according to the announcement.

Howard M. Nelson New Langley Sales Head

HOWARD M. NELSON, former sales manager of Stratton & Terstegge Co., Louisville, Kentucky, has been named sales manager of the Langley Corporation's fishing tackle division, according to Henry I. Mandolf, president.

Nelson was with Stratton & Terstegge for 27 years, during which time the company expanded its line from one tackle box to a line comprising a wide range of boxes and minnow buckets.



Howard M. Nelson

"Langley is further expanding its fishing tackle division, and Nelson's appointment is an important step in the program," Mandolf said. Langley, now completing a new 45,000 sq. ft. factory, also has introduced four new reels to its line.

Chattanooga Firm Alters Company Name

FOUR PROMOTIONS and a change in the name of the company were announced at the annual sales meeting of the Chattanooga Implement and Manufacturing Co., held in that city December 8. To be known as the Chattanooga Royal Co., division of the Chattanooga Implement and Manufacturing Co., the new division manufactures Royal portable barbecue grills, gas space heaters and wall heaters. The announcement was made by

Ross I. Evans, president.

The establishment of three separate sales departments and the promotion of Robert H. Mason to assistant general sales manager were announced by L. O. Morin, Jr., vice president and general manager, at the meeting which was attended by 40 persons, including sales representatives from all parts of the country.

Other promotions included that of Ben F. Foxworth to manager of barbecue grill sales, C. Wesley Jacoby, manager of space heater sales and Harley B. Weatherly, manager of wall heater sales.

Hubbard Co.'s W. L. Lang Dies in Jacksonville

W. L. LANG, secretary-treasurer of the S. B. Hubbard Co., hardware wholesalers in Jacksonville, Florida, died November 25. Lang was 49 years old.

He had been associated with the company since 1945 as an officer, stockholder and a member of the board of directors. A native of New Rochelle, N. Y., Lang was with the Devoe and Reynolds Co. as metropolitan sales manager prior to coming to Jacksonville.

A past president of the Jacksonville Credit Men's Association, he was also a member of the Ponte Vedra and Seminole Clubs of Jacksonville.

Surviving are his mother, his wife, his son, William J. Lang and his daughter, Florence Lang.



William L. Lang

New Plastics Corp. Locates in Texas

A NEW CORPORATION, the Everlite Plastics Mfg. Co., recently was established in Houston, Texas, where it will make both extruded and injection-molded plastic products.

Officers of the new company include John Sheesley of Houston, president, and W. N. Wilkerson of Memphis, Tenn., vice-president.

Everlite Plastics Mfg. Co. is an affiliated concern of Bettis Corp. and the Production Tooling Co., both of Houston. Sheesley is an officer in both of these concerns as well, and is also president of the Igloo Mfg. Co. of Houston.

One of the principal products of the new company is Everlite plastic pipe, a gray polyethylene pipe, (Continued on page 38)



Officers and new department heads of the Chattanooga Royal Co., new division of the Chattanooga Implement & Manufacturing Co., are shown at the annual sales meeting testing food barbecued on a portable grill made by the company. R. H. Mason serves L. O. Morin, Jr., while R. H. May, sales representative, and Ben Foxworth, manager of grill sales, look on.

GOLD STRAND

INSECT WIRE SCREENING

OTHER WICKWIRE HARDWARE PRODUCTS



Clinton Standard
Hardware Cloth

Clinton Hex
Mesh Nettings



Perfection
Door Springs



Quick Hitch
Gate Springs



Wissco TV
Guy Wire



Wissco Flexible
Wire Clothes Line



Gold Strand Insect Wire Screening is made in grades that meet the price requirements of *all* your customers—galvanoid, bronze or aluminum. The name Gold Strand is your assurance of insect wire screening that's long-wearing and reliable; screening that's manufactured to the most rigid standards of testing and inspection. For a well-rounded stock, carry the complete Wickwire Hardware line.

THE COLORADO FUEL AND IRON CORPORATION—Denver, Colorado
PACIFIC COAST DIVISION—Oakland, California
WICKWIRE SPENCER STEEL DIVISION—Atlanta, Boston,
Buffalo, Chicago, Detroit, New Orleans, New York, Philadelphia

WICKWIRE

HARDWARE PRODUCTS



PRODUCT OF WICKWIRE SPENCER STEEL DIVISION
THE COLORADO FUEL AND IRON CORPORATION

1296



Mass-display of matched tools increases sales: Instead of the old-fashioned mixed assortment, every tool in this section is one of a matched set. The purchase of any tool always invites the purchase of other matching tools. More multiple sales and more repeat sales result.

SPEEDLINE blue-handle tools

A complete selection of modern lawn and garden tools that outsell old-type tools by more than 2 to 1.

Made light and strong, of the highest quality forged steel and northern ash, these easy-to-use tools are today's biggest sellers to your biggest market—the home gardeners.

Millions of men and women have learned to look for the weather-proofed blue handle, nationally advertised for over 15 years.

Every **SPEEDLINE** tool you sell pays you full profit and promotes repeat sales of other matching items.

Select your items. Order from your **UNION** jobber.

made by **THE UNION FORK & HOE CO. Columbus 15, Ohio**



No. SL20 Spading Fork: 11" roll-forged, angular-back tines; 30" ash handle, 10" Taperite ferrule. Steel D top. Doz. 54 lbs. No. SL20L has long handle.



No. SL18 Spade: 7" x 12" blade, integral socket, footrest. Lower half polished. 27" ash handle. Steel D top. Doz. 52 lbs. No. SL18L has long handle.



No. SL17 Garden Shovel: 7 3/4" x 10" blade with integral socket and footrest. Lower half of blade polished. 42" bent ash handle. 42 lbs. per doz.



No. SL21 Floral Shovel: Forged, heat treated 5 1/2" x 8" blade and shank, 42" bent ash handle, 8" Taperite ferrule. Doz. 32 lbs. No. SL21D has D handle.



Speedy Cultivators: No. SL5 has 4 tines, 4 1/2" spring pattern handle, 3 1/2" ferrule. 20 lbs. per doz. No. SL3 has 3 tines, 4" ash handle. 15 lbs. per doz.



No. SL9 Bow Rake: Bows and head forged in one piece. 13 1/2" wide, 14 curved teeth 2 1/4" deep. 5' ash handle, 3 1/4" ferrule. 37 lbs. per doz.



No. SL10 Level Head Rake: 13 1/4" wide, 14 curved teeth, 2 1/4" deep. Forged in one solid piece. 5' ash handle, 3 1/4" ferrule. 32 lbs. per doz.



No. SL15 Turf Edger: The permanently satisfactory edger. 9" x 4 1/4" blade sharpened on both ends. Footrest. 4' ash handle, 4 1/4" ferrule. 32 lbs. per doz.



No. SL11 Dandelion Tapper and Crabgrass Rake: 26 saw teeth on curved head 15 1/2" wide. 5' ash handle, 3 1/4" ferrule. 37 lbs. per doz.



No. SL14 Adjustable Lawn Broom: Quickly set to any width from 11 1/2" to 20" to suit work. 22 flat spring-tempered teeth. 4' ash handle. 28 lbs. per doz.



No. SL2 Floral Hoe: 5" x 3 3/8" blade, 4' handle. 17 lbs. per doz. No. SL4 Nursery Hoe: 2 1/2" x 3 3/8" blade, 4' handle. 16 lbs. per doz. Blades polished. Spring pattern ash handles.



Garden Hoes: No. SL24 socket pattern. No. SL8 shank pattern. 6" x 4 1/2" polished blades, 4 1/2" spring pattern ash handles. 26 lbs. per doz.



No. SL6 Warren Hoe: 4 1/2" x 6 1/2" blade sharpened ear to ear. 4 1/2" spring pattern ash handle, 3 1/4" ferrule. 25 lbs. per doz.



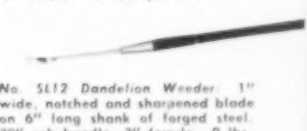
No. SL7 Two-Prong Hoe: Strong 3 9/16" x 9 1/2" forged blade, 4 1/2" spring pattern ash handle, 3 1/4" ferrule. 28 lbs. per doz.



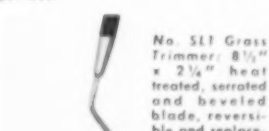
No. SL22 Earless Hoe: 7" x 3 1/2" blade sharpened on 3 sides, 4 1/2" spring pattern ash handle, 3 1/4" ferrule. 24 lbs. per doz.



No. SL23 Soil-Knife Hoe: 3 1/2" x 3 1/2" blade sharpened on sides and point. 4' spring pattern ash handle, 3" ferrule. 17 lbs. per doz.



No. SL12 Dandelion Weeder: 1" wide, notched and sharpened blade on 6" long shank of forged steel. 30" ash handle, 3" ferrule. 9 lbs. per doz.



No. SL1 Grass Trimmer: 8 1/2" x 2 1/2" heat treated, serrated and beveled blade, reversible and replaceable. 30" ash handle. 17 lbs. per doz.



Mass-display of matched tools increases sales: Every tool in this display matches with the others. This invites any customer who needs several tools to buy them as a matched set, and invites *all* your customers to come back for matching items whenever they buy again.

select your *Green Thumb* tools

Here is your choice of the most asked-for patterns of lawn and garden tools — in one matching finish.

Styled to appeal to today's biggest market, the home gardeners; branded with the most appealing garden name, and featuring what no other nationally advertised line of steel goods offers:

1 — Exclusively natural finished ash handles of the highest quality.

2 — A written guarantee of satisfaction displayed large on every tool.

Select your items. Order them from your UNION jobber.

Nationally advertised in Better Homes & Gardens, Sunset, House Beautiful, Flower Grower



No. GTA SMALL GARDEN TOOLS

Balanced stock of 3 dozen tools and self-serve rack. Weight 23 lbs.

Contains:

- (8) No. GT50 Regular Trowels
- (5) No. GT51 Transplanting Trowels
- (3) No. GT52 Cultivator Hoes
- (3) No. GT53 Weeding Hoes
- (5) No. GT54 Cultivators
- (3) No. GT55 Hand Rakes
- (4) No. GT56 Lawn Weeder
- (5) No. GT57 Spading Forks

Individual items may also be ordered: 1/2 doz. in carton.



No. ABR22 Adjustable Lawn Broom: Quickly set to any width from 11 1/2" to 20" to suit work. 22 flat spring-tempered teeth. 4" ash handle. 28 lbs. per doz.



No. FH Floral Hoe: 5" x 3 1/2" blade, 17 lbs. per doz. No. N2 1/2 Nursery Hoe: 2 1/2" x 3 1/2" blade, 16 lbs. per doz. Blades polished. 4" spring pattern ash handles.



Garden Hoes: No. SG6 socket pattern. No. G6 shank pattern. 6" x 4 1/2" polished blades. 4 1/2" spring pattern ash handles. 26 lbs. per doz.



No. W75 Warren Hoe: 4 1/2" x 6 1/2" blade sharpened ear to ear. 4 1/2" spring pattern ash handle, 3 3/4" ferrule. 25 lbs. per doz.



No. 2PWF Weeding Hoe: Strong 3 9/16" x 9 1/2" forged 2-prong blade. 4 1/2" spring pattern ash handle, 3 3/4" ferrule. 28 lbs. per doz.



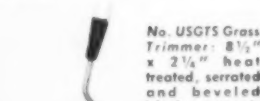
No. 87T Earless Hoe: 7" x 3 1/2" blade sharpened on 3 sides, 4 1/2" spring pattern ash handle, 3 3/4" ferrule. 24 lbs. per doz.



No. SKH Soil-Knife Hoe: 3 3/4" x 3 1/2" blade sharpened on sides and point. 4" spring pattern ash handle, 3" ferrule. 17 lbs. per doz.



No. DW Dandelion Weeder: 1" wide, notched and sharpened blade on 6" long shank of forged steel. 30" ash handle, 3" ferrule. 9 lbs. per doz.



No. USGTS Grass Trimmer: 8 1/2" x 2 1/4" heat treated, serrated and beveled blade, reversible and replaceable. 30" ash handle. 17 lbs. per doz.



No. SALD Spading Fork: 11" roll-forged, angular-back tines; 30" ash handle, 10" Tapertite ferrule. Steel D top. Doz. 54 lbs. No. SAL4 has long handle.



No. UGSUD Spade: 7" x 12" blade, lower half polished. Integral socket, footrest. 27" ash handle. Steel D top. Doz. 52 lbs. No. UGS48 has long handle.



No. LGS42 Garden Shovel: 7 1/2" x 10" blade with integral socket and footrest. Lower half of blade polished. 42" bent ash handle. 42 lbs. per doz.



No. FSHL Floral Shovel: Forged, heat treated 5 1/2" x 8" blade and shank, 42" bent ash handle, 8" Tapertite ferrule. Doz. 32 lbs. No. FSH has D handle.



Speedy Cultivators: No. 45C has 4 tines, 4 1/2" spring pattern handle, 3 3/4" ferrule. 20 lbs. per doz. No. 35C has 3 tines, 4" handle. 15 lbs. per doz.



No. TE Turf Edger: The permanently satisfactory edger. 9" x 4 1/2" blade sharpened end to end. Footrest. 4" ash handle, 4 1/4" ferrule. 32 lbs. per doz.



No. B14 Bow Rake: Bows and head forged in one piece. 15" wide, 14 curved teeth 3 1/4" deep. 5" ash handle, 3 3/4" ferrule. 41 lbs. per doz.



No. SC14 Level Head Rake: 14 1/2" wide, 14 curved teeth 3 1/4" deep. Forged in one solid piece. 5 1/2" ash handle, 3 3/4" ferrule. 38 lbs. per doz.



No. DT Crabgrass Rake: 26 saw teeth on curved steel head 15 1/4" wide. 5" ash handle, equipped with 3 3/4" ferrule. 37 lbs. per doz.

WHAT'S BOOSTING BOKER TREE BRAND?

1. DEPENDABLE QUALITY
2. GENEROUS MARKUPS
3. REASONABLE RETAIL PRICES
4. STRONG NATIONAL ADVERTISING

Yes, sir, BOKER has its own 4-Point Plan! **QUALITY** so dependable that the sale of any one item paves the way for future sales of other Tree Brand Cutlery. **MARKUPS** that give you a "reason why" for pushing BOKER. **PRICES** that cut sales resistance to a minimum. **NATIONAL ADVERTISING** in The Saturday Evening Post — 16,000,000 readers — that send 'em to you "lookin' and askin'" for BOKER Tree Brand.

WHAT A COMBINATION FOR PROFITS!



EASY "PINKER" SHEARS

Removable hollow-ground precision steel blades. Duraluminum handles. Lightweight, comfort-designed; sell the moment customers pick them up.



STEAK SET

An item women go for — every man wants. Handsome to look at... razor sharp, hollow ground blades.



CARVING SETS

Sell quickly because they look their quality! Highest quality steel, curved to fit the hand. Genuine stag handles.



POCKET KNIVES

Sell them once, and you'll never carry another brand! Fine steel and fine looks in patterns to suit every taste.



"SUBURBAN" TABLEWARE SET

Handsome, practical 24-piece Tableware set. Genuine Pakkawood handles, stain and burn resistant. Choice of box or plastic carrying case; slight difference in price.



SCISSORS — SHEARS

Priced to sell on sight — at a good profit! Wide variety of sizes. Quality all the way.

A
The Saturday Evening
POST
Recognized
Value

ASK YOUR JOBBER TO SHOW YOU THE
BOKER TREE BRAND LINE
Catalogs Available on Request



H. BOKER & CO., INC.

101 Duane Street

Established 1837

New York 7, N. Y.

(Continued from page 33)

which has already been marketed under the Everlite trade name for the past year and a half.

L. A. Hager, Jr. Dies in St. Louis, Mo.

LOUIS A. HAGER, JR., executive vice-president and director of sales of the C. Hager & Sons Hinge Mfg. Co., died suddenly, November 5, in St. Louis. He was 50 years old.

Since 1936, when he was elected vice-president and sales manager, Hager has been responsible for creating and establishing the present Hager sales organization, and interpreting Hager selling and advertising policies. He first entered the Hager firm in 1924, upon graduation from the University of Virginia.



Louis A. Hager, Jr.

Long active in civic and business affairs, Hager was Chairman of the Board of the Manufacturers Bank & Trust Co., St. Louis. He also served on the executive board of the St. Louis Council, Boy Scouts of America, and was a director of the Boys Club of St. Louis.

In World War II, as a naval reserve lieutenant, he became a naval aide to two presidents at the White House, serving under both Roosevelt and Truman. At the end of the war, with the rank of Captain, he was commanding officer of the Naval Training Center at Camp Perry, Va.

Ellis to Head Dallas Trade Association

C. T. "CHOC" ELLIS, vice president and sales manager of the Schoellkopf Co., Dallas, Texas, recently was elected president of the Dallas Manufacturers & Wholesalers Association, Inc., for the second time within the past 10 years.

As a past director of the organization as well, Ellis stressed the necessity of furnishing the employees of the members of the Association, at no expense to the members, educational courses, both for the sales and office forces.

During his first term as president, he collaborated with a committee of engineers from the membership in compiling what has been called the most completely detailed prospectus of the "Industrial Facilities of Dallas" ever published. It was accepted by government procurement agencies and prime defense contractors as the most comprehensive publication of its kind, and has been set up as the model for similar organizations.



C. T. "Choc" Ellis

Westinghouse Supply Co. Reorganizes in South

THE SOUTHEASTERN and Carolinas districts of the Westinghouse Electric Supply Co. have been incorporated into a new organization known as the Southeastern Region, Consumer Products, to be

(Continued on page 40)

Pioneer Cooperage Co. Celebrates Centennial

LOOKING BACK on a rich heritage in the barrel-making trade, the Pioneer Cooperage Co. of Illinois, manufacturers of liquid-tight barrels and kegs, is celebrating the 100th anniversary of its founding.

In 1854, when barrel-making was done entirely by hand, William Brown of St. Louis opened a cooper shop in that city with a group of skilled artisans in his employ. The firm was known at that time as the Pioneer Steam Keg Works.

Following the Civil War, Brown acquired an interest with John Seaman, a prominent Chicago barrel-maker and pioneer in the development of cooperage machinery. Ten years later the two consolidated. The firm adopted its present name, and chose R. W. Cox, nephew of William Brown as its first president.

At his death, Cox's interests were taken over by his son, William D. Cox, who is at present

actively connected with the company. Of the many second generation employees, the present president of Pioneer, George T. Dyer, Jr., who joined the firm in 1923, is perhaps the most prominent. His father was a vice-president there in 1892. Harvey Blankshain, the son of a former plant superintendent, is now vice-president. According to the company, the average length of service of all present Pioneer employees is over 25 years.

The firm manufactures hardwood barrels and kegs, principally of white oak, in sizes varying from five- to 60-gallon capacity and for use in storing and transporting materials varying from condensed milk to various chemicals.

Company officials have expressed great confidence in the future despite the acknowledged decrease in recent years in the demand for wooden barrels.



here's how **Tapatco** variety can help!

There's a *complete* line of Tapatco marine safety equipment, sleeping bags, tents, sport shirts and parkas. If you have customers who are interested in the outdoors its a sure bet you can interest them in one or more Tapatco products. And when you do, you have a satisfied customer. See Tapatco at the shows, or ask your jobber.

Tapatco representatives

- R. L. (Bob) Logan
- John H. Tate
- James Van Canagan
- John A. Waddel
- F. T. (Pooch) Wile
- T. H. W. Abbott
- J. Paul Gessner
- L. J. (Larry) Horan
- R. C. King Co., Inc.
- John E. Lewark Co.

Tapatco

*"You can't buy better
to save your life!"*

THE AMERICAN PAD & TEXTILE COMPANY

GREENFIELD, OHIO • FAIRFIELD, CALIF. • NEW ORLEANS, LA.



Sleeping Bags



Stay-A-Float



Racing Vest



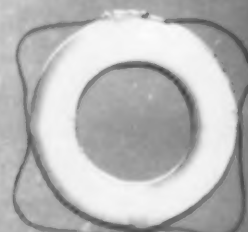
Boat Cushions



Umbrella Tent



Motor Cover



Ring Buoy

headquartered in Atlanta, Georgia.

The change was made to provide those districts with closer headquarters management direction and help, it was reported by J. F. Myers of New York City, president of the supply firm.

L. G. Hardy, formerly consumer products manager of the Southeastern District, has been appointed regional manager, and will report to C. S. Gischel, general manager of consumer products at the company's New York headquarters.

The Westinghouse Electric Supply Co. is a national wholesale marketing outlet for Westinghouse and other manufacturers of electrical appliances, apparatus and supplies.



Roberts New Sales Head of Wooster Co.

WILBUR E. ROBERTS has been appointed general sales manager of The Wooster Brush Co., to direct national sales of paint brush and roller applicators. Roberts has an extensive background in marketing and distribution problems, formerly having been associated with Thompson Products, Inc., Cleveland, Ohio, as director of marketing and business research; Theodore Presser Co., Philadelphia, as vice president; and Robert Heller and Associates, Cleveland, as a management consultant.

Additional changes in management assignments include W. K. Day, advertising and sales promotion manager; John G. Zapf, as-



Wilbur E. Roberts



Shown is Jones & Laughlin's new Container Division recently opened officially in Atlanta, Georgia, to produce galvanized ware

sistant sales manager; Miss Doris Williams, assistant sales manager.



Atlanta Is Site for New J & L Steel Plant

A NEW GALVANIZED ware plant was opened officially in Atlanta, Ga. in December by Jones & Laughlin Steel Corp. of Pittsburgh.

The new plant, said to be the largest of its kind in the South, manufactures water pails, garbage cans, wash tubs and other galvanized steel containers.

The plant has 100,000 sq. ft. of floor space and is equipped with the latest in fabricating machinery. Equipment is arranged for straight line production. Eugene L. Brintley, plant manager, says the building was designed with ample space for additional fabricating facilities.

Jones & Laughlin's district sales office was opened in Atlanta in 1929, and since 1950 they have produced galvanized ware in a multiple story plant on Marietta St. in Atlanta.

The company's Southern sales territory extends from the Carolinas and Florida through Georgia, Tennessee, Mississippi, Alabama, Louisiana, Arkansas and Texas. In Atlanta, Jack S. Browne is district sales manager for the Container Division; Norman Moss, assistant; and Clifford L. Cannon is salesman.

J & L, the nation's fourth largest steel producer, is celebrating its 100th anniversary this year.

C. R. Church Passes in North Carolina

C. R. CHURCH, Salisbury, North Carolina, southern sales manager for Federal Enameling & Stamping Co., died November 25. He had been associated with Federal for more than 30 years.

His sons, Norman and Ed, will continue to represent the company in the South.



Macklanburg-Duncan Name New Advertising Head

HAROLD E. KRANZ has been named as the new advertising manager of Macklanburg-Duncan Co., Oklahoma City, Oklahoma, manufacturers of building specialties. Kranz has been an Account Executive with Lowe Runkle Co.

(Continued on page 42)



Harold E. Kranz

"It Costs Less
In The Long Run"

Yardley
ClearStream
LIGHTWEIGHT
garden hose

- FLEXIBLE — COILS EASILY
 - MADE OF NEW MATERIAL
 - SOLID BRASS REATTACHABLE FITTINGS
- 1" SIZE — LENGTH 50 FT.

Yardley plastic company
CHAMBERLAIN, OHIO

**The best duet
developed yet!**

ClearStream
garden hose

REEL-MOUNTED

Lawnette
plastic sprinkler

COMPLETE LINE . . . NATIONALLY ADVERTISED . . . TOP QUALITY . . . SELLS ON SIGHT

ClearStream Garden Hose was a tremendous seller last year but the supply was limited. So here's good news. We stepped up production and expanded the line on this beautiful, transparent-green Vinyl hose — and added a great new companion item — Lawnette.

Both are big values. Both are packaged to sell. Both have national acceptance through intensive promotion and coast-to-coast advertising of ClearStream and Yardley.

three sizes — three lengths

ClearStream hose is now made in three diameters — 7/16", 1/2" and 5/8", in 75-ft., 50-ft., and 25-ft. lengths. Lawnette is made in 50-ft., and 20-ft., lengths. All have solid brass fittings (replaceable type on 1/2" hose).

fully guaranteed

Besides beauty and light weight, you can now sell long-

life. We guarantee all ClearStream products to be free of defects in workmanship or material.

neater, handier Lawnette

This great impulse item is a big improvement over earlier spray sprinklers. It's a seamless tube providing a perfect spray pattern for every area. See below how the exclusive captive reel makes a better package, does a better job. Lawnette is made in both transparent and opaque materials wound on reels in attractive assorted colors.

There's no better quality anywhere than Yardley ClearStream Hose and Lawnette Sprinklers, yet they're priced right to sell right. Write for Bulletins No. 54 and No. 105.

YARDLEY PLASTICS CO.

142 Parsons Ave., Columbus 15, Ohio

In Canada: Daymond Co., Ltd., Chatham, Ont.

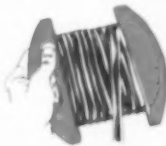
Export Sales: F. & J. Meyer, 115 Broad St., New York 4, U.S.A.

EASY DOES IT -- EVERYWHERE



SET FOR ANY LENGTH

To sprinkle small areas, fold and insert looped section through two shut-off slots.



NEVER SNARLS OR KINKS

Winding on reel prevents twisting and bunching, drains out water.



HANGS ON A HOOK

Storing is no problem. Neat LAWNETTE is always ready to use.

(Continued from page 40)

advertising agency for the past seven years. For about five years of that time the manufacturing firm was one of the major advertising accounts he was servicing.

Kranz assumed his new duties September 15 and they include handling all national advertising in the hardware, lumber and building supply fields, as well as national consumer advertising.

Moto-Mower Names Three to Key Sales Posts

IN LINE WITH its program of expanding sales activity during 1954, J. Thomas Smith, president of the Moto-Mower Co., Richmond, Indiana, a subsidiary of Detroit Harvester Co., has announced the appointment of three men with extensive backgrounds in the power mower field to executive sales posts.



Allan W. Greene



H. Malcolm Magers



Bill Cromwell, Jr.

Allan W. Greene has been named sales manager, and H. Malcolm Magers, assistant sales manager. Both will have headquarters in Richmond. W. E. (Bill) Cromwell, Jr., will be Southeastern district manager with headquarters in Orlando, Florida.

Greene, for the past four years, has been service manager in charge of sales and service representatives for the lawn mower division of Reo Motors, Inc., and Magers formerly was assistant sales manager of RPM Mfg. Co., power mower builders of Lamar, Missouri.

Cromwell will cover the Carolinas, Alabama, Georgia, Florida, and eastern Tennessee. He was formerly the representative in this same area for the RPM Mfg. Co., and before that represented a Grand Rapids company in the builders supply field.

Business Groups Honor Two Rockwell Managers

TWO ROCKWELL Manufacturing Co. plant managers have been appointed directors of business groups in Mississippi and Texas for the coming year.

John Osberg, general manager of Rockwell's Tupelo, Miss., plant, has been named to the 16-man board of the Mississippi Manufacturers Association.

Philip E. W. Goodwin Jr., general manager of the firm's new Sulphur Springs plant, has been

appointed a director of the Sulphur Springs Chamber of Commerce. He joins John G. Long, plant personnel manager, who has been re-elected to the board.

Louis J. Bernatz Dies in Los Angeles

LOUIS J. BERNATZ, 62, vice-president and general sales manager of the American Cabinet Hardware Corp., Rockford, Ill., died suddenly on November 15 in Los Angeles while on a combination business and pleasure trip.

A native of Ossian, Iowa, he served as a salesman for the Marshall Field Co., Chicago, later becoming a representative of the National Lock Co. in Indianapolis.

Mr. Bernatz was a director and one of the early associates of the American Cabinet Hardware Corp.,



Louis J. Bernatz

joining the firm in Rockford shortly after it was organized in 1929. For most of that time he held the title of vice president in charge of sales.

He was a member of a number of hardware organizations, including the Hardware Manufacturers' Statistical Association of New York; the American Hardware Manufacturers Association; the Central States Hardware Club; and the Hardware Golf Association.

Survivors include his widow, two sons, two daughters, and nine grandchildren.

(Continued on page 46)

You'll BUZZ UP BUSINESS with **BOLENS** CHAIN SAWS...



BOLENS is backed by the vast resources of the Food Machinery and Chemical Corporation which assures you the constant market research necessary to keep Bolens the leader in the field. And to help you sell, Bolens offers its full dealer aid program. In addition to national and sectional consumer advertising, Bolens supports its dealers with

a strong merchandising campaign, as well as free direct mail and point of sale material.

A COMPLETE LINE OF 6 SIZES FOR SURE CUSTOMER SATISFACTION

You can offer sizes 14" to 30", cut and bow-saw models at low, low prices. Nationwide Engine Parts and Service Centers too!



**TRIED
TESTED
PROVED**

GREAT SALES FEATURES THAT TURN PROSPECTS INTO CUSTOMERS

Perfect balance—easily accessible controls—powerful positive drive—float type carburetor—does not flood out; weatherproof performance—swivel control to vertical or horizontal positions, both left or right does all jobs: bores, under-bucks, rips, angle-cuts, and best of all you can offer this Bolens saw at a new low price to help you make sales.

Bolens Means Business WITH THIS WINNING SALES COMBINATION OF OUTDOOR POWER EQUIPMENT

BOLENS GARDEN TRACTORS



Versa-Matic Drive gives variable forward speeds and safety type reverse. 9 models—111 attachments.

BOLENS POWER MOWERS



9 models highlighted by the sensational new Bolens 20" self-propelled rotary mower. Grind-A-Leaf Attachment available.

BOLENS M-E ROTARY TILLERS



Featuring the Bolens M-E Mustang and 3 larger models—the BA-12, BA-16 and BA-24, all carrying the Guarantee... Non-winding tines guaranteed against breakage.

WITH BOLENS YOU'LL OFFER MORE... MAKE MORE IN '54

**Mail Coupon Now for details on
BOLENS POWER PROFIT PLAN**

BOLENS PRODUCTS DIVISION

FOOD MACHINERY AND
CHEMICAL CORPORATION

227-1 South Park Street
Port Washington, Wisconsin



BOLENS PRODUCTS DIVISION

FOOD MACHINERY AND CHEMICAL CORPORATION

227-1 South Park Street, Port Washington, Wisconsin

Please send information on BOLENS money making Dealer Franchise Offer.

Name _____
Company _____
Address _____
City _____ Zone _____ State _____

Follow the Leader to Lush Profit



Style F . . . the popular and practical hat-cap; in Duxbak, Montana cloth and Mohawk Duck.

Style 04 . . . our most popular coat; double-ply body and top-sleeve; bi-swing back; adjustable pivot sleeves; blood-proof Pakbak game pocket; hand-warmer pockets; shell pockets divided, or with shell loops. In Duxbak cloth.



Style 55 . . . combination hunting and fishing vest; 12 shell loops with flaps, two expansion patch pockets and plastic-lined back pocket for game or fish. In Utica Duck, Sail and Oxford Cloth.



Style 71 . . . long trousers for hunting, fishing or any outdoor activity; double seat and knees; zipper fly and over-size pockets. In Duxbak and lighter fabrics.



Style 72 . . . worsted cuff pant with double seat and knees; zipper fly; large pockets. In Duxbak and lighter fabrics.

Style 75 . . . elastic suitband pant with tie string; needs no belt or suspenders; extra deep front and back pockets; zipper fly.



The Leader in Advertising



Duxbak's national advertising schedule in the leading sport and outdoor magazines reaches over 7,000,000 readers. That's over putting the selling punch right in the homes of people who buy hunting and fishing clothes. Just look at this impressive list:

True

Argosy

Hunting & Fishing

Sports Afield

Outdoor Life

Field & Stream

Fishing Annual

Hunting Annual

A complete line of store displays, newspaper mats, package and envelope stuffers, television and radio script are furnished Duxbak dealers to tie them into this huge advertising program.



Style 05 . . . a short, sleeveless fishing jacket for wading. Two front pockets and expansion back pocket; one breast pocket with fly pad and flap, one inside pocket, rod holder and D ring for net. In Utica Duck, Wing and Oxford Cloth.

and Turnover in 1954...

The Leader in SALES
The Leader in PROFIT

Duxbak

Prepare now for a new and greater hunting and fishing year. Be ready for the rush when the migrating flights stir the blood and fire the imagination of every outdoor man and woman.

Stock Duxbak, display Duxbak, advertise Duxbak! Like the leader of the flying Vees headed for the north, Duxbak the leader in hunting and fishing clothes will bring the buying crowds straight to your store.



Sheds Water Like a Duck's Back

Duxbak is the name of a cloth and of a company. The cloth is a specially constructed, specially shrunk Army Duck that is sanforized and water-proofed. It actually sheds water like a duck's back.

Other and lower-priced fabrics tailored by Duxbak are suited to different climates, game covers and laws governing hunting colors. All are roomy, hardy, practical... designed from actual field experience.

Try on any of these garments. You'll be amazed at the freedom of action. Freedom that's due to the special cutting... and to the two-way action design.

Over the years, Duxbak garments yield the purchaser greater value, dollar for dollar, and the dealer greater profit, garment for garment. Be the leader in your town with DUXBAK.

Full Cut, Stoutly Stitched

Examine any Duxbak garment carefully. Notice that it is full cut and roomy... stoutly stitched and reinforced at points of greatest strain.

The bi-swing backs and pivot sleeves of the coats... the Pakbak game pockets... all contribute to free movement. Stoop, bend, twist. Notice how the trousers are designed for easy walking, climbing, running.

And don't overlook the pockets. Roomy, stitched, and easy to reach, some are divided for shells, some with shell loops. The game pockets are plastic lined and blood proof. The handwarmer pockets are comfortably placed; the breast pockets are amply sized. Some coats even have a water-proof drop seat that's ideal as a seat in boat, blind or lean-to.

Features that make Duxbak garments preferred everywhere! Features that will make Duxbak your biggest seller, too!

Since 1904 **Utica Duxbak Corporation** Utica 4, New York



Style D... reversible red-top cap with inside band for cold weather; same also in dark red and black.

Style 72... plaid wool pant with worsted cuff; zipper fly and strong pockets. Also faced-leg model.



Style 38... hunting coat in suede-lined wool; set-in and hand-warmer pockets; storm cuffs and 6-inch collar. One of our most popular coats.



For more information
on **BIGGER PROFITS**
mail this coupon today!

Utica Duxbak Corp.
Utica 4, New York

Please send me complete information on a profitable Duxbak Dealership.

Name

Address

Stanley Works Announces Executive Promotions

THE APPOINTMENT of Richard G. Edwards to the newly-created position of director of merchandising was announced recently by John C. Cairns, president of The Stanley



Gerald M. Fletcher

Works, New Britain, Connecticut. Cairns also announced the promotion of Gerald M. Fletcher to the post of director of advertising. Fletcher has been advertising manager of the company for 23 years.



Richard G. Edwards

Edwards joined Stanley in 1947 and has served as sales promotion manager of the hardware division and manager of the magic door division. As director of merchandising, he will be concerned with the merchandising and promotional activities of all divisions of the company.

A Harvard graduate, Edwards has had a long association with the trade, having been sales manager of the P. & F. Corbin Division before joining Stanley.

Fletcher joined the company in 1920. As director of advertising, he will be in charge of all phases of this work in all divisions of the company in the United States.

Roger Nelson Joins Johnston Mower Corp.

ROGER NELSON has joined Johnston Lawn Mower Corp., Brookhaven, Miss., as director of advertising and merchandising.



Roger Nelson

In his new capacity he will supplement the Johnston sales organization and direct the company's expanded 1953-54 advertising and merchandising program. He brings to his new job over 17 years experience in the hardware industry, and comes to Johnston from the R.P.M. Mfg. Co.

Kise to Represent Wilshire Mfg. Co.

GERALD RUBENS, head of Wilshire Mfg. Co., Los Angeles, recently announced the appointment of Leroy H. Kise as representative for their line of fireside furnishings for the states of Georgia, Florida, North and South Carolina. Kise, formerly buyer of housewares for Rich's, Atlanta, will



Leroy H. Kise

headquarter at 2420 Peachtree Road, N.W. in Atlanta, Ga.

Sikes to Represent Reed & Prince

O. LARRY SIKES has been named to represent the Reed & Prince Manufacturing Co., Worcester, Mass., in the southeastern division which includes the states of Virginia, North Carolina, South Caro-



O. Larry Sikes

lina, Tennessee, Alabama, Georgia, and Florida. The announcement was made by B. Mahn, sales manager of the company which manufactures recessed and slotted screws and bolts, nuts, rivets and specialties.

Mr. Sikes succeeds the late Robert M. Crumley.

Meet Joan Tuby...

Velvet Lawn for 1954!



You helped elect her...now she's going to *help* you sell Johnstons lawn mowers this season! Yes, lovely Con-over Girl Joan Tuby was voted *Velvet Lawn of 1954* by hardware wholesalers and dealers from all over America. And, she will be featured in Johnstons' expanded 1954 advertising campaign...including placements in seven leading national magazines, a special television program, and complete dealer merchandising kits. This aggressive program — backed by Johnstons' quality line of reel and rotary mowers — will pay off for you in extra profits!

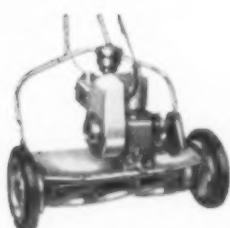
SHOWN AT LEFT: The Johnstons Lawn Patrol... nationally accepted as a leader in its class.



LAWN PATROL
21-inch & 18-inch
Cutting Widths



GASOLINE ROTARY
20-inch & 18-inch
Cutting Widths



CRUISER
18-inch
Cutting Width



ELECTRIC ROTARY
18-inch
Cutting Width



HAND MOWER
18-inch & 16-inch
Cutting Widths

JOHNSTON

LAWN MOWER CORPORATION • BROOKHAVEN, MISSISSIPPI

Copyright 1954, Johnstons Lawn Mower Corp.

Display the sign
of the profit line

DIXISTEEL
TRADE MARK
FENCE

The colorful metal sign on every roll of DIXISTEEL Fence is a sure-fire profit producer, because it sells two ways for you.

Displayed in your store, the sign calls attention to well-made, well-advertised DIXISTEEL Fence.

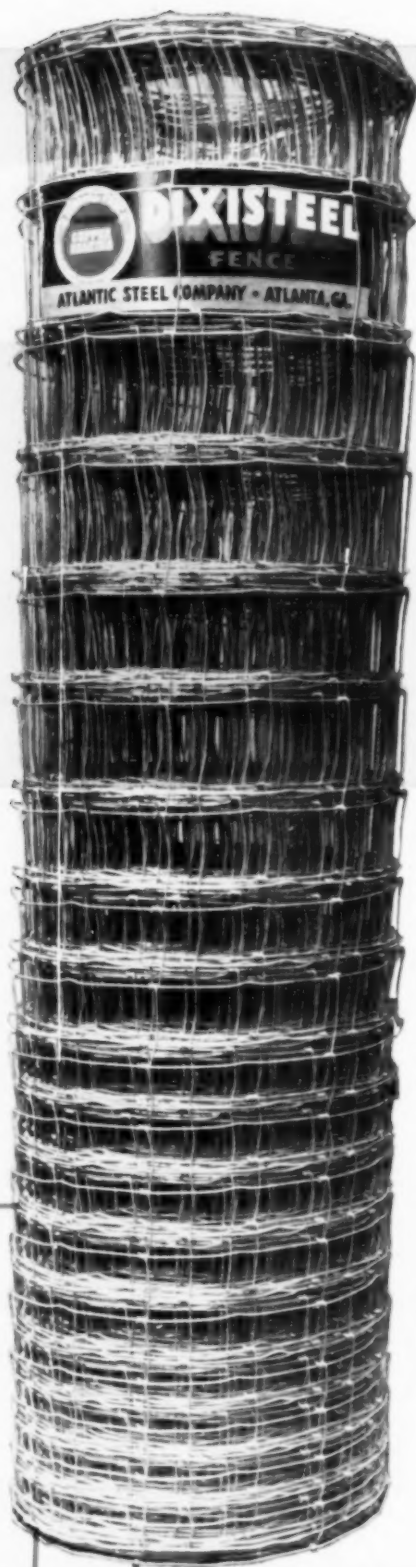
When the fence is erected, the sign becomes a part of the installation—a permanent advertisement of the fence you sell.

Make your store headquarters for DIXISTEEL Fence, Barbed Wire and Staples—the profit line. See your wholesaler or write us today.



**SELL DIXISTEEL BARBED WIRE
AND STAPLES, TOO!**

DIXISTEEL Barbed Wire and Staples are perfect companions to DIXISTEEL Fence. Every time you make a fence sale, suggest that it be topped with DIXISTEEL Barbed Wire, stapled with DIXISTEEL staples.



Atlantic Steel Company

ATLANTA, GEORGIA

Demonstrations

Sell Power Tools

SALES OF POWER tools are directly proportional to the enthusiasm and knowhow of the dealer's sales personnel.

At least that has been the experience of Charles H. McIntire, operations manager, McIntire Hardware Co., Chevy Chase, Maryland.

"Only salesmen who are thoroughly trained and experienced in the operation of power tools can fully convey their enthusiasm for the product to the prospective customer," McIntire said.

Concentrating on selling power tools to the home-owner, (though

the business has some trade with builders and contractors), the McIntire firm tripled its sales volume on power tools over a two-year period as a result of demonstrations, displays, direct mail and incentive contests for sales personnel. Viewing the power tool market as unlimited in the suburban area in which they are situated, McIntire anticipates a substantial gain in sales as store salesmen continue to inform and educate customers to the efficiency with which power tools can be used to perform many jobs.

"Unless sales personnel are

thoroughly schooled in the handling of power tools, they cannot recognize opportunities for selling them," McIntire said in discussing ways of introducing tools to customers who had come into the store to make purchases of other items. "A new home-owner may want to hang his mail box and will inquire about drilling a hole in masonry, or he may want to hang curtain rods or cornices in metal window frames. Here is an excellent opportunity to sell a power drill. We show the customer a hand drill, but point out that a $\frac{1}{4}$ " electric drill will accomplish his



A complete and well-rounded stock of accessories for power tools is considered essential by the McIntire sales staff. Left, a salesman sells a set of bits, attachments for a drill, to a customer making cornices. Sizeable sales of power tools generally depend directly on the enthusiasm and know-how of a dealer's sales personnel



Power tool sales are made easier when customer is impressed with variety of jobs tools perform. Here, C. H. McIntire tells customer how drill with lambswool bonnet can be used for various polishing jobs in the home

Instructions in methods of operating power tools help salesmen do more effective selling job. Store salesmen, left, discuss operation of small power saw

purpose easily and efficiently."

McIntire emphasized that virtually an untapped market awaits those dealers who will concentrate on introducing women customers to power tools and their various uses. "Women are doing many of the small repair jobs around the home and they, as well as men, should be educated in the use of power tools. We find that it is almost as important to sell a woman on a power tool as it is to convince the husband of the usefulness of the tool," McIntire explained.

"Sales are made easier, for example, when the lady of the house is shown how a power drill, equipped with lambswool bonnet, can be used to polish furniture or floors. She can be further impressed when shown that the drill with wire brush attachment is an excellent tool for removing rust from garden furniture or tools. And it is more than likely that she will favor the purchase of a drill when she is shown that the drill can be used also to sandpaper that kitchen stool that needs repainting."

Because of increased personal incomes and because of the availability of more leisure time, both



men and women present to the hardware dealer an excellent market for power tools.

McIntire emphasized the essentiality of a number of other factors in building a successful power tool department.

"It is important to carry a varied stock of attachments. For use with a drill a dealer should stock sandpaper, lambswool bonnets, cotton buffing wheels, bits, etc., for if the dealer does not have these items on hand when a customer returns to replenish his supply, he will turn to another source for them. To avoid lost sales the store carries an adequate inventory of accessory merchandise.

McIntire also is quick to point

for the tools they need to pursue their hobby at home.

McIntire pointed out the importance of good displays—displays which permit the customer to pick up tools and examine them fully. He emphasized the importance of displaying related items near power tools.

McIntire restated his conviction that only enthusiastic sales personnel can sell power tools and that dealers must arrange for the proper training of salesmen in the operation and merchandising of this line.

For his own staff, there are store meetings held twice a month at which factory representatives ex-

(Continued on page 64)

By Baron Creager

With a mirror-backed gift department

Glitter Stimulates Sales

A ONE THOUSAND dollar display that has paid for itself several times over by creating a jewelry-store atmosphere that pulls and holds customers has been created by John S. Vaught, of the hardware store by that name located near the state capitol in Austin, Texas.

As a customer enters the store her attention—for this is the gift department, separated from hardware by a partition—is drawn almost irresistibly to the left, where a once-broken length of wall, 40 feet long, is backed solid with adjoining mirrors, each five feet tall and 2½ feet wide.

The top of this line of mirrors is actually 6½ feet above the floor for each individual mirror termi-

nates at the lower level atop a base that is 18 inches tall and extends 30 inches out from the wall.

This display provides five shelves, counting the 30-inch-wide base as a bottom shelf. The other four shelves are strips of plate glass, bracketed in place and varying in width according to height, the lower being 16 inches wide while the top glass shelf is but 10 inches in width. Two intermediate shelves of plate glass are 14 and 12 inches wide respectively.

The effect of this display is to give a jewel-box setting to lamps, fine glassware and especially brass, but there are other, equally valuable, visual advantages. An illusion is created that the display contains twice as many articles as

are actually present, and the overall illusion results from apparent enlargement of the interior of the department, which is approximately 20 feet in breadth.

"That display has easily paid for itself several times," commented Manager W. L. Nolen, "for it creates an atmosphere of magnetic quality. It brightens up the department, gives the impression of mass display greater than exists and has the added advantage of giving the customer both a front and back view of the merchandise shown. Add to that the fact that all merchandise displayed, except that on the topmost shelf, is within easy reach of the customer who chooses to examine it minutely and we

(Continued on page 79)

A Vaught clerk demonstrates how women pause before mirrored display to re-arrange hair, examine gift articles



Southern dealers report on

Wages and Working Hours

SINCE THE CLOSE of World War II the average wage paid hardware store sales personnel has climbed steadily and currently has soared to a record high level. At the same time, it is apparent that the work week for the average hardware store salesman has declined. While this decrease in the average number of hours worked is slight, a trend is perceptible.

These facts were revealed in a survey conducted recently by SOUTHERN HARDWARE among a large number of dealers in the 16 southern and southwestern states. Information given by dealers participating in the survey showed that the average wage being paid hardware store sales peo-

A READER SURVEY

ple is approximately \$52.00 per week, slightly above 1953 and nearly \$12.00 per week more than the average wage of six years ago. In 1948 a similar survey conducted by SOUTHERN HARDWARE disclosed that the average wage paid at that time was approximately \$40.00 per week.

While hardware store employees continue to work longer hours than office workers or industrial employees, there is a definite trend to a shorter work week. Dealers participating in the survey reported working hours for sales people ranging from 40 to 66 hours

per week, with the average work week being slightly in excess of 51 hours. This compares with the average 52 hours reported in 1952 and 53 hours in 1948.

The survey further indicated that a large majority of southern hardware retailers give their sales people from one to two weeks annual vacation with pay, allowing, additionally, sick leave when necessary and other occasional time off without loss of pay.

Approximately 20 percent of the reporting dealers indicated that they have in operation some type of plan for providing employees with extra compensation. These plans range from simple commission arrangements and bonuses at Christmas to well-organized incentive plans. However, it appears that there is room for improvement in this phase of hardware store operation down South and that various types of incentive arrangements can be further investigated and developed.

Following is a detailed summary of the replies to each survey question:

Wage Rates

Question No. 1 asked, *How much do you pay your sales people?*
Minimum..... Maximum.....
For pay period (week or month)
.....

In southern hardware stores, wages paid sales people have reached an all-time high level. A salesman of about average ability and experience receives average weekly earnings of \$51.40, or \$221.53 if paid on a monthly basis. The average salesman works 51 hours a week, receives an annual vacation with pay and is allowed sick leave and occasional time off without loss of pay.



A majority of the dealers participating in the survey, 62 percent, reported that they pay their sales personnel on a weekly basis, while a monthly basis is favored by 38 percent. The range of salaries reported was a wide one, and, as in other lines of trade, payments vary in accordance with the individual's sales experience and ability to produce. The size of the town in which the store is located, in some cases, determines the salary range while in other cases the individual store's need for experienced sales help will influence the level of wages.

Dealers participating in the survey who pay on a weekly basis reported minimum wages ranging from \$30 to \$60. There were few dealers paying a minimum wage of less than \$30 or more than \$60. According to the replies to this question, the average minimum weekly wage being paid is approximately \$41.47. In their replies, dealers reported maximum weekly wages ranging from \$40 to \$100, with the average being \$69.50.

Similar surveys conducted in the past have disclosed that in stores located in the smaller towns and cities, somewhat lower wages are paid. This situation was apparent again in the current survey.

Dealers located in towns and cities with populations of less than 10,000 reported minimum weekly wages averaging \$38.83, while the average weekly maximum wage in the smaller towns is \$65.31. Dealers with stores in cities and towns of more than 10,000 population reported minimum wages averaging \$44.55, while the average maximum is \$74.09.

Monthly Salaries

Among dealers paying sales personnel on a monthly basis, the range of salaries again is a wide one. Reported minimum monthly salaries ranged from \$150 to \$250, while maximum monthly salaries were from \$170 to \$350. The average minimum monthly salary is \$200.40 while the average maximum is \$274.28.

Again, dealers in smaller towns and cities usually pay somewhat smaller salaries than their big-city counterparts. For dealers in towns of less than 10,000 people, the average minimum monthly salary is about \$194.00 while the average maximum is \$249.28. Dealers in the larger towns and cities reported minimum monthly salaries which averaged \$200.66 and an average maximum of \$280.46.

The Questions Asked

1. How much do you pay your sales people? Minimum.....
Maximum..... For pay period of (week or month).....
2. What is about your average wage or salary for a sales person of about average experience and ability?.....
3. How many hours per week do they work?.....
4. What are your opening and closing hours?.....
5. About what is your percentage of selling expense (ratio of sales people's salaries to total sales)?.....
6. What is your policy as to vacations, occasional time off, sick leave, etc?.....
7. If you are using any form of incentive plan—bonus, profit-sharing, commission, contests, etc.—give details.
8. Your approximate annual volume?.....Size of town?.....

In order to give an even more clear indication of the average wage paid hardware store sales people of average experience and ability, dealers were asked in Question No. 2:

What is about your average wage or salary for a sales person of about average experience and ability?

The average for all dealers paying their sales personnel on a weekly basis was \$51.40 while the average for those paying monthly salaries was \$221.53.

According to the reports from dealers located in towns of less than 10,000 people, the average weekly wage is \$50.14 and the average monthly salary is \$202.77. Among dealers in the larger towns and cities the average weekly wage is \$54.82 and the average monthly salary is \$238.75.

Question No. 3 asked, *How many hours per week do they work?*

Answers to this question were widely varied, ranging from a low of 40 hours per week to as high as 66 hours. The average of all replies, however, was about 51 hours.

Answers to this question disclosed a situation also revealed in past surveys—sales people in the smaller towns have a somewhat longer work week than those in the larger cities. Replies of all reporting dealers in cities and towns of less than 10,000 persons averaged 51 hours per week. Replies from dealers in the larger towns and cities averaged approximately 49 hours.

Question No. 4 asked, *What are your opening and closing hours?*

Replies to this question indicated that the business day gets under way somewhat earlier in the smaller towns. Accordingly, answers to this question are broken down into two groups, those from dealers in communities of less than 10,000 and from dealers located in the larger cities.

Opening Hours

Among dealers in the smaller towns and cities, 34 percent reported their opening hour as 8 A.M., 31 percent open at 7 A.M., while 25 percent gave their opening time as 7:30 A.M. The remaining small number reported such opening hours as 6:00 A.M., 6:30 A.M., 7:45 A.M. and 7:15 A.M. However, the number here in any instance was negligible.

Forty-four percent of the dealers in the smaller communities reported their closing hour as 6:00 P.M., 31 percent close at 5:00 P.M., while 22 percent close at 5:30 P.M.

There were scattered instances of dealers staying open as late as 7:00 P.M. and later, but these comprise only a small group.

Numerous dealers reported later closing hours on Saturday, ranging from 6:00 to 9:00 P.M.

Opening times are somewhat later in the larger towns, with 53 percent of the dealers in cities of more than 10,000 persons reporting 8:00 A.M. as their opening hour. Twenty percent open at 7:00 A.M. while 13 percent open at 8:30 A.M. There were a few added re-

(Continued on page 68)

A sales story in pictures . . .

Selling Big-Ticket Sprinklers

By Baron Creager

DURING THE growing season of 1952, Owner H. K. Vinson of Preston Hardware in Dallas, Texas, sold 135 wheel-mounted, self-propelled sprinklers.

Sales of the two models stocked—medium and large—averaged \$34 each and the margin was 30 percent on each sale. Volume on self-propelled sprinkler sales alone amounted to approximately \$4,600 which was about 5 percent of store-wide volume.



Preston Hardware Co., a store 20 by 70 feet, is located in busy Dallas shopping center on a main traffic artery and in an area well populated with home owners



Passerby, left, stops to inspect sprinkler featured in Preston's window. Animated display, for the sprinkler is self-propelled, is excellent traffic-stopper. At night, groups gather to watch

This volume was largely the result of three factors, according to Vinson, and not the least of these is his seasonal window display, a sprinkler with arms in motion and connected with hose to a dummy faucet. This stops customers and impels them to enter the store for further information.

"For less than \$15, I obtained a small turntable," he explained,

Inside the store, the passerby, now a good prospect, gets the complete sales story from H. K. Vinson, owner of the business



Display, factory literature, and Vinson's persuasiveness sells customer on sprinkler. He now inspects 50 foot re-inforced hose which is recommended for use with the automatic system



Owner Vinson delivers sprinkler late that evening and explains use. Neighbors, children generally gather to watch. Result: new prospects

Vinson has expanded market greatly by adding redwood wheels for traction on soft earth, "where it wouldn't work." Below, he shapes wheel on bench saw in the store, making two in 30 minutes

Using the saw for a back-up plate, he adds disc of sandpaper and rounds wheel. Holes are drilled, wheels attached with long bolts. Customer pays \$2.50 for this feature



Final operation is studding wheels with nails. Automatic, self-propelled sprinkler is ready for duty in turf or mud-can be set, left on overnight

"and placed this beneath a platform that supports the sprinkler, I rigged the turntable to revolve the arms of the sprinkler at slow speed and connected the sprinkler with hose to a dummy faucet. This showed the simplicity of operation of the sprinkler.

"To this display I added factory literature and some information of my own conception that I printed on a card. There are always other seasonal items in the window, too, but the self-propelled sprinkler gets the center position.

"This display stops people. An animated display always does. !

(Continued on page 72)



... from this

A 40 PERCENT increase in sales volume was the immediate result of a remodeling program carried out during the past year by owners of Candey Hardware Co., located in a downtown area of Washington, D. C. The transformation of an old-fashioned store into a modern, departmentized, and well-lighted business brought special recognition from the Washington Board of Trade which gave the store its Fine Arts Award for the architectural design and beauty of its two-story glass front.

Located in a downtown section of office buildings and stores, Candey's now attracts women customers to its housewares and garden supplies department. The new store arrangement has cut down hours of labor in inventory-taking, permitting time for all book work to be done during store hours, and is an easier and much more pleasant place to work in and maintain. Moreover, sales and storage areas have been consolidated under one roof.

Established in 1891, and in the family for three generations, Candey Hardware Co. labored under an old system in which its warehouse was in an adjoining frame building on a lot 15 feet wide. With

New Face — New Profits

a store only 10 feet wide and a counter 13 feet long running down the center, there was some question as to whether so narrow a store would lend itself to open displays and departmentization. Yet the property was considered too valuable to pay taxes on without modernizing, utilizing space to the maximum, and eliminating old-fashioned procedures.

After consultation and thoughtful planning, the old frame warehouse was torn down. It was replaced by a modern building measuring 25 x 60 feet. At the rear of the store is a warehouse, 25 x 28 feet. The old hardware store building was sold.

What was once a 15-foot store front became a 25-foot front. With plate glass extending up through the second floor, the store itself was given a 10-foot ceiling. The basement, formerly used for storing coal, was converted into a large store room and two stairways were put in, leading to it from the sales floor.

"Fully 95 percent of our stock is now on display. Only the bulkier lines such as roofing materials screen wire, furnace pipe and a few similar lines are excluded," said G. H. Candey, owner. He indicated that total inventory had been increased about \$5,000.

... to this



Old warehouse next to original Candey store, above, was torn down to become site of present modern store, right, which won award for architectural design

Modernization brings 40 % sales Increase

for Award-Winning Store

"We attribute our 40 percent gain in sales volume wholly to the open displays which can be seen readily by passersby through the front windows of the store. The pleasing arrangement of open displays against colorful pastel backgrounds has proven attractive to many women who drop in to browse on their lunch hour."

With the warehouse at the rear of the store, there is no need now to run out of doors via the alley to get merchandise. Time and effort are saved by having a warehouse behind the store, and merchandise is better protected.

Housewares were placed at the right of the store entrance, while builders and cabinet hardware and tools were placed on the left. The right wall of the store contains a recessed section for glass, a well-organized and distinct paint department and a section for cleaning supplies. At the rear of the sales floor are display tables for garden tools, plumbing supplies, electrical goods, and miscellaneous

products. From the small office in the right rear corner of the store Candey and his office personnel have a clear view of the entire store.

Backgrounds of pastel green, pink, and yellow for the various departments add color and a pleasing contrast with the merchandise and with the mahogany plywood with birch trim on which the various departments are designated.

Display tables have hidden storage space at the bottom, the space being easily accessible through sliding doors.

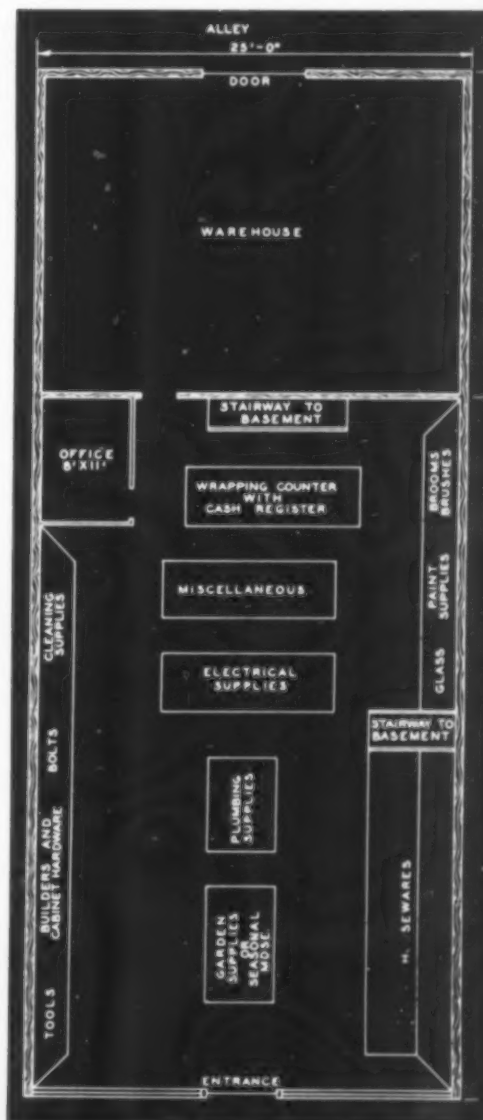
Diagram of the new store's floor plan shows spaciousness of shopping area, clean-cut departmentization. Warehouse area now is under the same roof

Housewares and gift department, below, attracts large number of women customers. Located downtown, store has many lunch-hour shoppers

"We felt that the enclosed storage space beneath the tables would help keep stored merchandise cleaner," Candey explained.

Keeping the store clean has been no great problem, and the owner feels that the store's neatness has

(Continued on page 77)





Left, this novel sign, constructed in the store, is designed to attract the do-it-yourself enthusiasts to the tool rental section

By William B. Brown

Below, William E. Myers demonstrates the use of the cutting device with which he makes signs and other promotional devices for every department in store

Make 'em yourself and Cut Display Costs

BY MAKING HIS own display signs and promotional devices, William E. Myers, advertising and promotion manager of Tampa Hardware Co., Tampa, Florida, has substantially reduced this operating expense.

"Effective hardware merchandising," he points out, "calls for prominent, eye-catching signs and similar promotional devices. We have found that the small amount of money invested in the necessary equipment and supplies for making signs has been more than justified. And with such equipment it is entirely possible for a store to cut this expense as much as \$1,000 annually."

A further advantage is the originality and attractiveness that can be achieved with store-made designs. Floor and table signs which Myers has turned out are ample evidence of this.

Though the operators of small

stores may not want to get deeply involved in major sign painting or display-making activities, many can save from \$3.00 to \$25.00 per sign by using scrap materials usually available in every store

and by doing their own designing and cutting.

The single electrical tool Myers uses for cutting the designs is a hand-controlled "cutawl," com-

(Continued on page 66)



Will You Pass The March 15 Exam?

UNCLE SAM has a test in store for you—one that will flatten your pocketbook if you flunk it. The examination date is the "15th day of the third month after the close of your taxable year"—March 15th for most taxpayers because they use the calendar year. Your exam paper is the federal income tax form. To learn some facts which may help you pass, try your hand on these ten questions. If you don't get them all right, you are in danger of overpaying your taxes. This test is based on material from the American Institute of Accountants, the national professional society of certified public accountants. Answers are given at the bottom of the page, but don't look yet!

1. Your wife did some work as a substitute teacher which brought in less than \$600. She wants a refund of the tax withheld from her pay. You should—

- Let her file a separate return to get her refund, then file your return claiming exemptions for both of you.
- Advise her to file a joint return with you.
- Each file a separate return claiming one exemption.

2. You obtain three loans; the first to buy business supplies, the second to make repairs for a tenant, and the third to pay your son's college tuition. You can deduct—

- The interest on the first loan.
- The interest on the first and second loans.
- The interest on all three loans.

3. You own several types of securities. Which of the following is taxable?

- Stock dividend (common stock distributed to common stockholders).
- Interest on state and municipal bonds.
- Interest on bonds of a tax-exempt educational institution.

4. You are the sole proprietor of your business. Your daughter worked for you part time and earned \$595. She filed a return to get a refund of tax withheld from her wages. You can—

- Not take a deduction.
- Deduct her wages as a business expense and take a \$600 exemption for her.
- Deduct her wages as a business expense, but not take the \$600 exemption.

5. Your inventory pricing method can be changed only—

- If you are on a calendar year basis.
- By permission of the Treasury.
- Once during the life of your business.

6. You gave your church a corner lot for which you had paid \$500. Its value at the time of your gift was \$1,500.

- You must pay a capital gains tax on the \$1,000 increase.
- You may claim a deduction of \$500.
- You may claim a deduction of \$1,500.

7. Which of these is *not* a requirement in claiming the \$600 exemption for a dependent:

- The dependent must be a close relative as defined in the tax instructions.
- Must not have had \$600 or more of income.
- Must not be claimed as an exemption by his or her spouse.
- Must be a citizen of the United States.
- Must have received more than half his or her support from you.

8. Your business is a partnership. Your partnership tax year—

- May be a fiscal year ending the last day of any month.
- Must be the same as your personal tax year.
- Must be the calendar year.

9. You recently sold 25 shares of stock for a gain of \$100. You had held these shares just under six months. You had no other "capital" transactions. Your tax on this transaction—

- Is the same as for ordinary income.
- Can not be more than the capital gains ceiling of 26%.
- Is based on 50% of your capital gain.

10. You have made a gift of stock to one of your children. If the dividends from this stock amount to less than \$600—

- The dividends must be reported, but no tax is imposed.
- They are taxed as a capital gain.
- They do not deprive you of the dependency exemption for the child.

Here Are the Answers

1. b. A joint return is best for husband and wife, except for unusual situations, including some involving medical expenses and capital losses. It's wise to figure the tax both ways before deciding. If your wife uses her exemption in a separate return, you are not allowed to claim it in yours.

2. c. The interest on the first and second loans can be deducted as business expense. The interest on the third loan is a personal deduction, unless you use the standard deduction.

3. c. Certain types of organizations, such as religious and educational associations, are not required to pay tax, but you still must pay tax on interest received from their bonds.

4. b. The wages are deductible if they are reasonable. The exemption is not lost, if she qualifies in all other respects, until her gross income reaches \$600.

5. b. Permission must be requested within the first 90 days of the year to be affected, except that application to change
(Continued on page 80)

Selling Appliances

...in the living room

By Ruel McDaniel

A DEEP-IN-the-heart-of-Texas small-town hardware company called Cavitt's went out on a limb to try it and discovered that a lot of big-ticket appliances can be sold right in the living rooms of prospective customers.

"Because our community is small and we know most of our prospects, our selling problems are different. For one thing, we can't employ the numerous selling gimmicks used by big-city stores where buying and selling is more impersonal," says William R. Cavitt, co-owner of the company. "We have tried to tailor our selling program to fit our local situation."

And so, by following every legitimate lead on a major appliance, and continuing to follow it right into the prospect's living room in the evening after dinner this comparatively small company sells about \$100,000 worth of appliances yearly.

The company relies greatly on the friendship of satisfied customers to recommend the store and its various major appliance lines, and it gets a lot of good leads from this source. Leads also come from a careful reading of the local weekly paper, from observation of homes being built or remodeled, and from reports of the local utility companies.

Among the best leads for future follow-up are women actually visiting the store. "Lookers," says Cavitt, "are real prospects. Otherwise they wouldn't be wasting their time coming to the appliance department. We try to obtain the name and address of every woman who comes in to 'look around', if we don't already know her on sight. Each name goes into a pros-

pect file, for consistent follow-up later."

That is where night-work comes in. Cavitt, his brother and one apprentice salesman constitute the sales force, and, of course, both the Cavitts have other duties to perform aside from selling appliances. But the company has never tried specialty salesmen in that department, and Cavitt says that he never expects to do so.

"Major appliance selling is leisurely selling," Cavitt says. "That is why we find it so satisfactory to call on a prospect in her own living room, after dinner. Her husband is there, and other members of the family. We can visit leisurely and talk of the appliance in which the woman has shown an interest, and we can listen to and profit by the comments of the husband, daughter or any other member of the family. If we can interest all members of the family in the appliance, the housewife is far less hesitant in making up her mind. We discuss the merits of the appliance as neighbors, not as seller and prospective buyer; and this leisurely approach has done much to step up our percentage of closings."

The store sold 59 electric washers in a recent 10 months' period without extensive demonstrations or heavy outside selling, although one washer usually is hooked up on the floor for demonstration when the occasion arises. (One wing of the store, divided from the rest by a solid wall, is devoted exclusively to appliances, both electric and gas.)

A big help in selling washers, Cavitt emphasized, is a simple comparison tabulation typed on an ordinary sheet of paper. This sheet shows the various elements in a washer and designates whether or not the washer the company sells has the element and whether or not it is to be found in various competitive washers. Obviously the chart shows that the company's line has features exceeding those of its competitors. Used either in the store or in the living-room, the chart makes an excellent impression on the prospect, Cavitt said. All three of the appliance men carry a copy when calling on a washer prospect.

Sometimes Cavitt's neighborly policies have run into complications. For instance, in a campaign

(Continued on page 82)

Here's a small-town hardware store which has tailored its appliance sales program to fit the local situation. By carefully following up every lead — even into the prospect's living room in the evening — appliance volume exceeds \$100,000 annually



**FIVE YEAR
GUARANTEED
FIREBOX**

Every ROYAL CHEF firebox is guaranteed for a full five years! The customer satisfaction you get with the ROYAL CHEF line means EXTRA sales volume—and NOW's the time to see this *complete* line, with something special for EVERY BUYER!

Get Your Share

of the Fast-Growing Outdoor Grill Market with Royal Chef!



Don't do *anything* till you've seen the new ROYAL CHEF line of portable grills! This leader in the field LEADS AGAIN—with the most COMPLETE line ever shown! Popular brazier-type grills—economy models that sell like hotcakes and BUILD CUSTOMER CONFIDENCE to move the higher-priced models—everything from \$4.95 grills to grills that are leaders in leisure luxury—ROYAL CHEF's line is jam-cram-packed with SALES! Here's the *ONLY* line you need to do a terrific selling job in a market growing by leaps, bounds, and giant strides! ROYAL CHEF—KEEPING that position of leadership with the hottest, most all-inclusive line you've ever looked at!

DEALER HELPS GALORE

- NEWSPAPER ADS—for leading papers throughout the country, spotlighting headline models!
- MAGAZINE ADS—in HOUSE BEAUTIFUL, HOUSE & GARDEN, and LIVING.
- TV SPOTS—produced, packaged, all set to go—ready for YOUR name on them.
- RADIO SPOT—telling them, sell-

ing them—in YOUR market.

- FOLDERS—for dealer-distribution, presenting the lively ROYAL CHEF line.
- COOK BOOKLETS—packed with tasty outdoor recipes—FREE to your customers.
- GUARANTEE CARDS—ROYAL CHEF'S customer-making five year guarantee on every firebox.



CHATTANOOGA ROYAL COMPANY division of CHATTANOOGA IMPLEMENT & MANUFACTURING COMPANY
Chattanooga, Tennessee Manufacturers of Royal Chef Grills and Royal Gas Heaters

Special Services

Check Chain Competition

OFFER A CUSTOMER a type of service he does not expect to find in a hardware store, go out of your way to make this service as valuable as possible and add plenty of courtesy."

That, in short, is the recipe for success which C. R. Todd, owner of Todd Hardware Co., Jackson, Mississippi, has followed since he set up his business three years ago. This business formula has enabled him to enjoy constantly increasing volume despite stiff competition from several larger, well-established stores in his vicinity.

"Service and courtesy are the best means that the small hardwareman has of competing with the larger stores and the mail order companies," Todd pointed out, "and I try to use them both to the greatest possible advantage." Todd Hardware Co. is located in a

suburban area about two miles from Jackson's main shopping district. However, there are other hardware stores in outlying districts of the city, not a great distance from the store's neighborhood.

"Because of its high cost, I have done no newspaper or radio advertising since opening my store," said Todd. "Instead, for the present at least, I am relying on special services and courtesy to 'sell' my store to the public. I believe this policy is paying off, because I have customers living closer to other hardware stores who trade with me instead."

Money orders—which he sells



Above, C. R. Todd, right, owner of the business, accepts fishing tackle which customer is bringing for repairs. Service has been particularly popular with sportsmen in the area



in amounts varying from \$1 to as high as \$500—have enabled Todd to attract new customers to his store while rendering a convenient service long needed in his area. Todd handles American Express money orders, which residents of the section are using in increasing numbers.

"We sell money orders for almost every purpose you could think of," Todd revealed. "Many customers use them for sending money to children away in school, to relatives, for buying merchandise."

(Continued on page 78)

Left, Mrs. Todd fills out a money order for a customer. This service has been an effective traffic builder for these dealers

The year's biggest news in
bolt and nut merchandising

RB&W's NEW Handy-Man BOLT and NUT KIT!

- ★ 50 BOLTS, 50 NUTS, 8 WASHERS
—ALL BRIGHT ZINC-PLATED
- ★ DESIGNED FOR FAST SALES TO THE
"FIX-IT-YOURSELF" TRADE
- ★ A BIG BARGAIN FOR EVERY HOME-OWNER



Yes, it's the hottest bolt-seller of this year—or any year—the way this new RB&W merchandising "first" is catching on!

Dealers go for the Kit because it...

- Gives shoppers self-service item
- Saves time for dealer and shopper
- Builds bigger unit sales of bolts
- Sells on sight—from point-of-purchase display
- Provides good profit margin

Home-owners go for the Kit because it...

- Contains wide assortment of needed bolts
- Eliminates frequent shopping trips
- Gives them quality items at low cost
- Handles small or large fastening jobs
- Keeps bolts handy at all times



Typical home repair jobs

OUTDOOR FURNITURE	APPLIANCES AND FIXTURES
LAWNMOWERS AND GARDEN EQUIPMENT	RECREATION EQUIPMENT
BICYCLES, WAGONS, OTHER LARGE TOYS	

Featured by IRHA

RB&W's Handy-Man Bolt and Nut Kit was one of the items featured in IRHA's big nationwide promotion to the multi-billion dollar "do-it-yourself" market. You can still cash in on this promotion by ordering your stock of these novel, easy-to-sell kits... they come in self-display cartons that take up a minimum of room on your counters.

Shoppers Sell Themselves

Eye-catching, self-displaying carton of 10 kits does all the selling for you. Just open a carton—inside top flap becomes self-selling display that helps you increase profits from bolt sales.

Your RB&W distributor is all set to supply this new Handy-Man Bolt and Nut Kit. Why not cash in on this "Do-It-Yourself" trend now? Phone or write your nearest distributor today—ask for RB&W's Handy-Man Bolt and Nut Kit!

RB&W

109 YEARS MAKING STRONG THE THINGS THAT MAKE AMERICA STRONG

Plants at: Port Chester, N. Y., Coraopolis, Pa., Rock Falls, Ill., Los Angeles, Calif. Additional sales offices at: Ardmore, Pa., Pittsburgh, Detroit, Chicago, Dallas, San Francisco. Sales agents at: Portland, Seattle. Distributors from coast to coast.

"That's the blade I want"

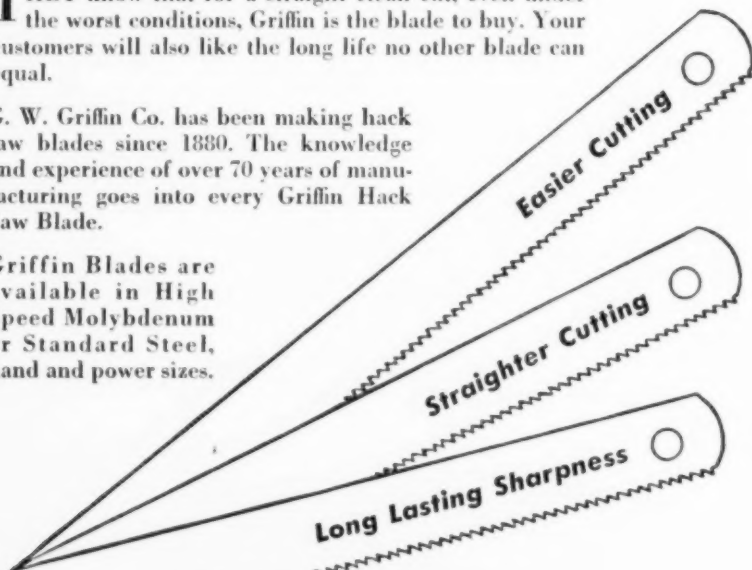


**People who know quality ask for
Griffin Hack Saw Blades**

THEY know that for a straight clean cut, even under the worst conditions, Griffin is the blade to buy. Your customers will also like the long life no other blade can equal.

G. W. Griffin Co. has been making hack saw blades since 1880. The knowledge and experience of over 70 years of manufacturing goes into every Griffin Hack Saw Blade.

Griffin Blades are available in High Speed Molybdenum or Standard Steel, hand and power sizes.



Griffin

G. W. GRIFFIN CO. • FRANKLIN, NEW HAMPSHIRE

Sales Agents: John H. Graham & Co. Inc., 105 Duane Street, New York 8, N. Y.

**Demonstrations Sell
Power Tools**

(Continued from page 50)

plain the operation and application of power tools. Each employee is taught how to handle and operate each tool, working with plywood lumber, and other building materials. Employees are encouraged (through special discounts) to own their own power tools and to make objects or displays at home which might be used in the store. For one Christmas season, for example, employees made an elaborate train display in their home workshops.

"At these meetings we teach our sales people how to sell power tools and how to recognize the occasions when a power tool should be talked up," McIntire said. Store personnel encourage customers to rent power tools when there is a reluctance to buy, for this practice builds up a good list of future prospects for power tool sales.

Periodically, sales contests are held for the store's four salesmen. An award of a 1/4" drill kit in a recent contest was made to the salesman having the highest dollar volume of sales over a four-week period. A bulletin board was posted in the rear of the store on which salesmen entered their sales listing number and name of the tool sold. Entries were studied every evening by the competing salesmen. During the four-week period sales of power tools doubled.

"Prizes provide a real incentive to employees to capitalize on traffic coming into the store," McIntire said.

Demonstrations have been particularly effective in building future volume. Twice a year, factory representatives spend an entire day in the store demonstrating all the types of power tools handled by the store. Usually advertised five days in advance in the local county newspaper, the event draws a sizable crowd of home-owners and hobbyists.

Direct mail has been found to be the most effective advertising medium in the store's particular suburban location, McIntire said. In the fall, 25,000 pieces of direct mail literature are sent out. Another mailing of 25,000 pieces is made to promote power tools as Christmas gifts.

Since the store has its power tool display near the front entrance it would appear that pilferage would be a problem. However, McIntire explained that each tool is plugged

**CRESTOLOY LINEMEN'S
SIDE-CUTTING PLIERS.**

No. 1950, in 6, 7 and
8" sizes.



**CRESTOLOY DIAGONAL
CUTTING PLIERS.**

No. 942, in 4, 5, 5½
and 6" sizes.



**CRESTOLOY HEAVY
DIAGONAL CUTTING PLIERS.**

No. 542, in 7" size only.



**CRESTOLOY END
CUTTING NIPPERS.**

No. 72, in 6 & 7" sizes.



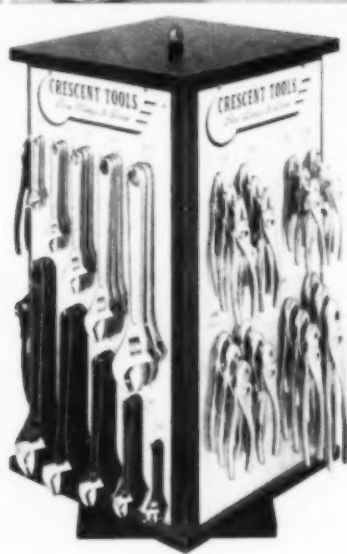
**CRESTOLOY LONG
NOSE PLIERS.**

No. 1033, in 6 & 7" sizes.
Also No. 654, same
except with side cutter.



**CRESTOLOY LONG FLAT
NOSE, SIDE-CUTTING PLIERS.**

No. 650, in 7" size only.



HARDWARE DEALERS

Crescent offers a wide selection of
effective point-of-sale displays.
Order from your jobber and cash in
on Crescent's national advertising.

CRESTOLOY PLIERS

are individually tested!

Crestoloy Pliers take all the guesswork out of plier buying, because Crescent has taken all the guesswork out of plier making. Rigid specifications establish the material, design, workmanship, tests and inspection of these better tools. Strict adherence to these specifications is maintained by continuous tests and relentless inspection of the *individual* tools. Every plier carries the Crestoloy tag certifying that it has been individually tested.



CRESCENT TOOLS

Give Wings to Work

*Sign of the Artisan
Symbol of Excellence*

®



Crescent is our trade mark, registered in the United States and abroad, for wrenches and other tools. Sold by leading distributors and retailers everywhere and made only by
CRESCENT TOOL COMPANY, JAMESTOWN, NEW YORK

ALWAYS LOOK TO...

MIDWEST

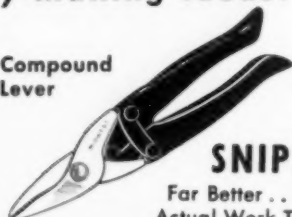
for money-making ideas!



SNIPS

Guaranteed More Work With Less Fatigue

Compound Lever



SNIPS

Far Better... By Actual Work Tests



PROFESSIONAL PRUNING SHEARS

Fully Hot Forged Pass Thru and Anvil Types



FREE Money Making Display Rack, No Charge With 12 Popular Snips, Retailing at \$23.00.

Call your wholesaler - or write

MIDWEST

Tool and Cutlery Co., Sturgis, Michigan

Get EXTRA Sales MORE Profits!

with

TANDROTINE

The Popular **PAINT THINNER!**

IT'S PROVEN
IT'S ECONOMICAL
IT'S a Quality THINNER



TANDROTINE is preferred by both painters and home-owners for use wherever a high grade paint, enamel, or varnish thinner is needed.

That is because TANDROTINE is such an excellent thinner and cleaner of brushes, as well as a remover of grease. It also dissolves wax and does a hundred other household tasks. TANDROTINE has a high flash point, a pleasing odor, long leveling, and even flow. It is slow drying.

Get your supply now!

ORDER
TANDROTINE Today!

Get ready for
EXTRA Sales,
MORE Profits.



into a low-voltage, door-bell type circuit. If the tool is unplugged a bell rings in the rear of the store. A sufficiently long cord permits the customer to handle the tool without unplugging it.

Make 'Em Yourself and Cut Display Costs

(Continued from page 58)

monly used by department store promotion departments. According to Myers, the tool may be purchased new from the manufacturer or usually can be rented—either for less than \$60.00.

The small cutting machine can follow any pattern first traced on cardboard or other similar material. Operation of the tool is simple, for it works on a flat or horizontal plane. In other words, the material to be cut is placed on a flat surface and the cutting edge of the machine is guided over the pattern.

No drill holes are required so that the machine may begin operation. Its blade cuts completely through the material as soon as the switch is thrown and will follow any direction of the operator's hand. Initially, the thickness of the material to be cut is gauged on the machine which will cut thicknesses of up to 3/4".

The first use Myers made of the store's machine was in cutting out several sets of cardboard letters in sizes ranging from three inches to 12 inches in height. The letters then were painted, and because they are "removable" they can be, and have been, used repeatedly on new and different display backgrounds. Such a system enables the store to maintain at low cost display signs which are fresh and unusual. Over a period of time, Myers has added extra letters for each of these sets, thus giving the store an even wider range of display materials.

When Myers has an original idea for a display, he makes a rough sketch, then transfers it, in proper dimensions, to the display board which will be used as background. If the board must be cut, the lines are outlined, and the machine is put into operation. After individual pieces have been cut out and letters assembled, the job of arranging them is a quick and easy one.

Myers pointed out that when the machine is rented an instruction

NOW—More Than Ever Biggest Selling Camp Stove in America

Coleman

NEW

Streamlined

**Copper-Brazed Fuel Tank . . . Life-Long . . . Rust Resistant
ON ALL MODELS**



New fuel tank is also featured on the fine big three burner Model 425A (above) and the handy two-burner Model 425 (below).



Hard-selling ads in leading outdoor magazines and in LIFE, AMERICAN, SATURDAY EVENING POST, TRUE, that presell your customers. Tie-in with FREE point-of-sale displays, other aids.

Coleman Folding Picnic Table and Carrying Case (left) is continuing its sensational sales burst. Model 200 Lantern, America's finest outdoor light, (right) rounds out this famous, profit-producing "Outing Pal" line.

★ Send for your free copy of new Coleman Book of Sales Aids
THE COLEMAN COMPANY, INC., Wichita 1, Kansas



Model 413D
Popular 2-burner
stove with rounded
corners and strap.
Steel slide-away legs.

Now, with this new, improved fuel tank, Coleman again extends its long-established leadership...makes Coleman Camp Stoves more dominant than ever...gives them added sales features. This new, removable tank has corrosion-resistant finish inside and out. Special durable construction insures years of heavy service. Cannot be over-filled...easily empties of all fuel. Packs inside stove for easy carrying.

Other record-setting sales features are: It lights instantly, cooks like a gas range. Instantly regulated. Clean...no smoke, soot, dirt or ashes. Folds up and carries like a suitcase. Great for outings for all the family...slashes high food costs.

Nationally Advertised with Biggest Campaign in Coleman History

ORDER FROM YOUR WHOLESALER

10,000
hardware stores
can't be wrong!



They're all boosting Bassick caster sales with this display demonstrator

Chances are yours is one of the more than 10,000 hardware stores now prominently displaying Bassick casters.

With the growing demand for mobile furniture, people are more careful to protect their floors than ever before. That's why it pays to remind your caster-conscious customers that you carry the best known, best working casters on the market.

But if you aren't as yet displaying these casters, make sure to ask your jobber about Bassick's HD-10 Display. Then use it to become one of the next 10,000 hardware dealers who gets a profitable share of the biggest caster sales ever. **THE BASSICK COMPANY, Bridgeport 2, Conn.**
In Canada: Belleville, Ont.



MAKING MORE KINDS OF CASTERS... MAKING CASTERS DO MORE
75 YEARS OF CASTER LEADERSHIP

book usually is made available. In his own work he consults this manual frequently for ideas and for pointers on painting.

Dealers Report on Wages, Working Hours

(Continued from page 53)

ports of 6:30 A.M., 7:30 A.M., and 9:00 A.M., but the number was negligible in each case.

For 40 percent of the larger-city dealers the closing hour is 5:30 P.M., 33 percent close at 5:00 P.M., and 26 percent close at 6:00 P.M.

Question No. 5 asked, *About what is your percentage of selling expense (ratio of sales peoples' salaries to total sales)?*

The wide range of figures given, in answer to this question would make an average figure meaningless, and in many instances the figures reported were so low or so high as to be obviously inaccurate. For a majority of the dealers replying to this question the percentage of selling expense falls between 8 and 10 percent.

Vacations, Sick Leave

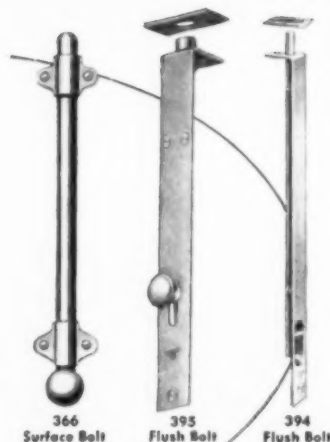
Question No. 6 asked, *What is your policy as to vacations, occasional time off, sick leave, etc.?*

The survey disclosed that hardware store sales people in the South are being given increasingly liberal vacation periods. Virtually all reporting dealers give their sales people an annual vacation with pay. 71 percent give their sales personnel one week vacation with pay, while 25 percent allow a two weeks vacation with pay. The remaining dealers gave such varied replies as: one half day off per week, 10 days vacation, one week with pay and one week without pay, etc. Only one dealer replied that he made no provisions for vacation time.

A large majority of the reporting dealers indicated that employees are given a reasonable amount of sick leave with no deduction from pay and that occasional time off is granted—with no questions asked and without loss of pay.

Question No. 7 was, *If you are using any form of incentive plan—bonus, profit-sharing, commission, contests, etc., give details.*

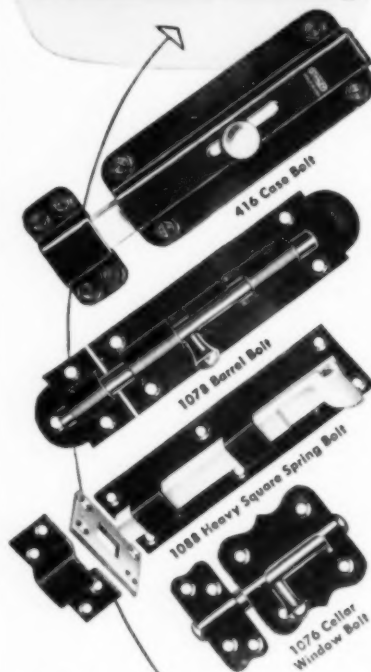
Of the dealers participating in the survey, about 20 percent indicated they have in operation some type of plan for providing employees with extra compensation



Nothing Better

...FOR SECURING SALES

STANLEY BOLTS



It makes good sales sense to keep a wide assortment of these sturdy Stanley Bolts in your stock. They are available in a complete variety of types and sizes to meet the needs of all your customers. Make a selection from the big Stanley hardware Catalog. Your customers will appreciate Stanley quality.

The Stanley Works, New Britain, Connecticut



Reg. U.S. Pat. Off.
HARDWARE • TOOLS
ELECTRIC TOOLS • STEEL STRAPPING • STEEL



for Sales that are *Sure* to Bloom in the Spring... It's Jugs by **Columbian!**

Plain Gallon

1 Gallon Pour Spout

1954 Sportsmaster®

1 Gallon Faucet

2 Gallon Faucet



Deep air-cell
inner stopper
is enameled
drinking cup!



**The DeLuxe Thermic Jugs with the TITANIUM-
WHITE Porcelain-Enameled Steel Liner**

NEW...NON-SLIP, TIP-GRIP



Makes it easy to pour that last drop! Other features include year's smartest styling, most efficient insulation, super-strong, one-seam, prime-steel jacket. Colored anodized aluminum caps on Champion and All-American lines.

Columbian's SPORTSMASTER Thermic Jugs hit a new high for appeal... a new low for price in 1954! No other line offers so much in smart appearance, so many selling features that make the cash register ring. You'll be downright proud to show 'em and very happy with the way they sell.

Champion All-American

with the ever-popular
sanitary STONEWARE LINER.

New dove-gray PORCELAIN ENAMELED STEEL
LINER. Also lightweight aluminum liner.

MADE BY Columbian

TERRE HAUTE, INDIANA, U. S. A.

TURN PAGE for Sensational, New BONNIE LINE!

Bonnie Companions for Your Outdoor Pleasure!

The Beautiful, New, and Different

BONNIE
TRADEMARK
CHEST

- Sensational, new and original design.
The gorgeous-colored, striking plaid catches every eye!
- Top, locked in place when handle is up, is removable and is designed as handy, recessed serving-tray.
- Made of steel, it's built to take it and like it! Sturdy, handsome plated hardware.
- Generous Capacity . . .
Overall dimensions: 17" x 9" x 11 1/2".
Inside dimensions: 15" x 8" x 10".
- What a seller at its popular, low-price . . . what a natural for profits with its regular margins!



A Banka-Mango Design

No. 815 Bonnie Chest—Packed individually in 200-pound test carton. Shipping weight 13 lbs. Order by number.

No. 815-T Bonnie Chest—Same as No. 815, with inside tray for added convenience. Shipping weight 13 1/2 lbs.



The Handsome, Distinctive
Bonnie Jug

ONE-GALLON JUG WITH TITANIUM-WHITE ENAMELED STEEL LINER

8B with Pour-Spout
7B with Faucet
(Order by Number.)

A Banka-Mango Design

Companion in design to the outstanding, new Bonnie Chest . . . Highest attention and interest value available in jugs. Porcelain-enameled steel liner, easy-to-clean, acid-resistant . . . Most efficient insulation . . . stronger . . . leak-proof . . . has new tip-grip in bottom for easy pouring!

HALF-GALLON INSULATED PICNIC JUG
WITH REPLACEABLE GLASS LINER,
ANODIZED ALUMINUM CAP

Priced to retail under \$2.00 . . . Available in plaid to match Bonnie Chest . . . Glass liner easily removable . . . Efficient insulation . . . Sturdy construction in plaid steel. Also available in weatherproof all-aluminum. Convenient aluminum drinking-cup cap. A terrific seller where a gallon capacity is not needed!

The Smart, Economical
Bonnie Cooler

No. 12G
Plaid Steel
(A Banka-Mango Design)



No. 2G
All Aluminum

COLUMBIAN • TERRE HAUTE, INDIANA, U. S. A. • SPORTSMASTER • CHAMPION • ALL-AMERICAN JUGS

"This brand cuts easiest"

says Wm. McClenaghan
of Bryn Mawr (Pa.) Hardware



Mr. McClenaghan test cut four well known brands of single-strength window glass. Each brand was identified only by a letter - A, B, C or D. He ran several cuts on each. Every single time, he said brand D was by far the easiest to cut. He also said: "There's no stop and start in running a cut on *this* glass. Just run a light line and the glass snaps off quick and clean . . . no splintering at all!"

"D" was L-O-F. Furthermore, 28 out of the 30 dealers who took this "Blindfold Test" picked L-O-F!

L-O-F Window Glass is easier to cut into big pieces or little pieces. It's easier to cut into angled or curved pieces. You can even cut off narrow strips with a light, easy stroke.

L-O-F cuts easier because it is a higher quality glass. It is annealed more slowly, more patiently. That makes it less brittle and more "even" in structure - so it's a safer buy for your customers, too.

TRY THE "BLINDFOLD TEST" YOURSELF!

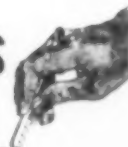
Cut L-O-F first, last, or in-between the other brands. Run any kind of a cut you want. You'll see why you have fewer bad cuts, less waste and more profit with L-O-F.

Call your nearest L-O-F Distributor. These local businessmen are listed under "Glass" in the yellow pages of phone books in many principal cities throughout the country. And send for your free booklet - "For Greater Profits in Window Glass".

Write Libbey-Owens-Ford Glass Company, 7111 Nicholas Building, Toledo 3, Ohio.



LIBBEY-OWENS-FORD *the easy-to-cut* **WINDOW GLASS**



Frequently these plans comprise merely the paying of a bonus at the end of the year if profits warrant. Other plans provide for extra compensation to be paid in the form of a Christmas bonus. A number of dealers pay a commission on sales of specialty merchandise such as major appliances, or provide employees with greater incentive by paying a commission on all sales above a certain quota.

In view of the variety of plans reported it would appear that dealers have set up incentive arrangements which are particularly suited to individual conditions and circumstances. Following are the replies of a number of dealers on the subject on incentive plans:

Florida—"We take \$12,000 per month as a base point. Whenever our gross sales go over that amount, five percent of the average is divided among our employees."

South Carolina—"A bonus is paid at the end of our fiscal year. The bonus is based on profits and a percentage of salary is paid. This usually runs about 27 percent."

Texas—"Salesmen receive profit-sharing bonuses. Some other employees, not all, receive small

bonuses."

Washington, D. C.—"We reserve a portion of net profits for bonus. No promise to anyone, but it is given for effort above and beyond the average."

Virginia—"Christmas bonus—from \$50 to \$100. No set rules for figuring bonus. Average last year was \$116.66."

North Carolina—"We find that incentive plans do not work in our particular case. To keep our workers happy, they receive, in addition to their wages; a bonus twice a year (at Christmas and when we close our books); hospitalization for employee and family; life insurance; all work clothing; all social security paid by company; a turkey at Thanksgiving; a ham at Christmas, and a dress suit of clothes once a year."

Georgia—"We give bonus if they make it. We also fire if efforts do not meet our expectations."

Big-Ticket Sprinklers

(Continued from page 55)

made it a point to check effective

ness of this display and at night I have found little groups of people at my window. I do not know how many of those attracted bought later. But I do know that many who stopped for a casual look became interested and were eventually sold."

Another factor in this sprinkler volume is the manner in which the buyer gets possession. For Vinson personally delivers every sprinkler sold, preferably after 6 o'clock in the evening, for two reasons.

First, he wants to be sure the purchaser and members of his family understand operation, and how to lay out the hose. Although this type of sprinkler is so simple it can be started by a child, there are certain fundamentals that should be observed.

Second reason is that new prospect names are accumulated on nearly every evening demonstration. Invariably, says Vinson, a demonstration properly staged will attract neighbors from across the street and along the block. Children report to their parents a neighbor's purchase of a new and fascinating piece of machinery. And later, neighbors who have not seen the demonstration, observe

for **FEATURES** you want ...
at a **PRICE** you want ...
SEE Flite-Master... COMPARE Flite-Master
... and you'll BUY Flite-Master

Flite-Master PRODUCTS -

PLAYTIME TABLES
TEETEROUNDS
SANDBOXES
GYM SETS
SLIDES



Flite-Master
PRODUCTS
America's best
by test

Flite-Master SUPER DELUXE FD 51-SRNT-2

Sold exclusively through Jobbers • Write for Free Colorful Catalog

CONSOLIDATED METAL PRODUCTS COMPANY • CINCINNATI 2, OHIO

Hinges



by
GRIFFIN

For more than 50 years Griffin hinges have been known for their fine materials and workmanship. Griffin hinges are part of a wide variety of light builder's hardware . . . quality produced by Griffin.



Every DOOR NEEDS THREE!

GRIFFIN— Manufacturing Company

ERIE • PENNSYLVANIA

THE B. S. ALDER COMPANY
45 Warren Street
New York 7, N.Y.

HARVEY D. RUSH & SONS
4638 Nichols Parkway
Kansas City, Missouri

WILBUR H. DAVIS
1639 W. Fargo Avenue
Chicago 26, Illinois

GEORGE A. GREGG
17134-6 Wyoming Avenue
Detroit 21, Michigan

AUSTIN & EDDY INC.
115 Broad Street
Boston, Massachusetts

WALTER S. JOHNSON & SONS
917 St. Charles Avenue
Atlanta, Georgia

H. C. GLOVER
2611 Garrison Blvd.
Baltimore 16, Maryland

ROY L. ROGERS
1620 Garfield Street
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E. H. FARRAR
6637 Golf Drive
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CHARLES L. LEWIS
1355 Market Street
San Francisco 3, Calif.

R. F. BEVERS
4524 East 60th Street
Seattle, Washington

L. G. FULLER, JR.
644 Wellington Road
Jackson 6, Mississippi



MINNOW BREATHERS

ASSURE
LONG LIFE
FOR ALL TYPES
OF LIVE
BAIT



No. 20

Full 20 quarts.
Plated frame and
lifting handle. Fin-
est quality sulphite
insert to insure longer
life and better breath-
ing. Masonite lid with
lifting handle.



No. 2 2-quart capacity.
Sturdy wire frame.
Keeps bait alive indefinitely.
Masonite lid with lifting handle.



No. 250

Open frame construc-
tion assures longer
life for all type of
bait. Cap and hinged
lid held by plated
frame. Insert of the
finest laminated sul-
phite. All parts are
replaceable.

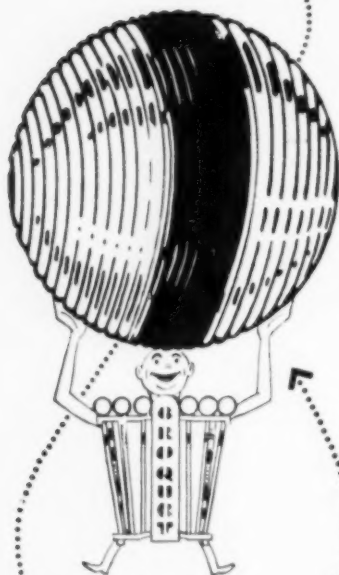
FRABILL Manufacturing Co.

234 W. Florida St., Milwaukee 5, Wis.

ONLY

SOUTH BEND CROQUET

HAS A



K-NURLED and GROOVED BALL!

Color won't come out of groove. Balls do not mar as easily as smooth type, and their roll is straighter and more accurate. Made of seasoned rock maple.

13 models of South Bend Croquet fit every customer need!

Write for 1954 Catalog and name of nearest Jobber.

SALES REPRESENTATIVES

East—Julius Levenson, 7 East 17th St., N. Y.
South—Louis Williams & Co., 3rd National Bank Bldg., Nashville, Tenn.
Midwest—South Bend Toy Mfg., So. Bend, Ind.
Calif. & S. W.—Anderson Sales Company, 750 W. 10th Place, Los Angeles 15, Calif.
Denver & Pac. N. W.—Leo Scherrer, 2840 W. 93rd St., Seattle 7, Wash.

SOUTH BEND TOY MFG. CO.
Dept. 511-1, South Bend 23, Indiana

CROQUET SETS • DOLL CARRIAGES—
Folding, Fibre, and English Coach •
DOLL STROLLERS • JUVENILE FURNITURE

the sprinkler in operation and want one like it. Many sales result from such demonstrations.

A third factor is the resourcefulness of Vinson. During the 1952 season he expanded his market and sold 25 sprinklers to homeowners who, until then, would have been considered "impossible" prospects, for these 25 buyers were making new lawns where the turf was sparse and spotted.

"This sprinkler was designed to operate on established turf," explained Vinson. "It saturates the turf or soil ahead of it, as well as behind and to the sides and because of its weight and the sprocketed, metal wheels, it will bog down where there is no supporting turf.

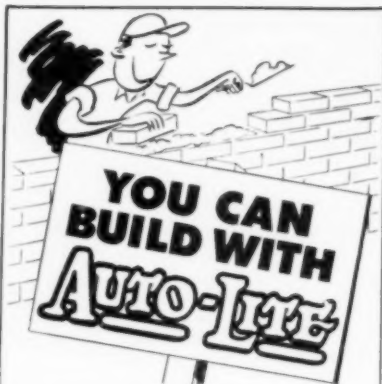
"However, people with new lawns need such a sprinkler, as much if not more than, those with established lawns. It seems to me there must be some way to make the sprinkler work in mud as well as on turf, and I conceived the idea of wooden wheels, attached on the outside of the metal wheels. So I made a couple of wheels of redwood, which would be impervious to water, and attached them to the sprinkler.

"I used two-inch stock, and although this additional two inches of tread supported the sprinkler in mud, when it reached smooth turf the sprinkler stalled, exactly the opposite of a normal condition, for the wheels slipped on grass.

"I studded the redwood wheels with ordinary nails. Although this gave it traction in grass as well as mud, it would not turn on turf because the nail heads tangled in the grass. Finally, I used No. 4 casing nails, which have small heads, letting the heads project 1/4-inch above tread surface. With this adaptation the sprinkler will operate under almost any condition. And it is often necessary to use these wooden, nail-studded wheels in San Augustine grass, especially where a four-inch mat is established."

In his shop, Vinson can manufacture a pair of redwood wheels in 30 minutes. He marks the stock and, using an ordinary bench-saw slices off sections of wood until the stock assumes an approximate wheel shape. Then he smooths it to a circle on a sanding disk. Holes are drilled, the wheels are attached with long bolts, and the customer pays \$2.50 for this added feature.

A most effective procedure in selling sprinklers is to emphasize



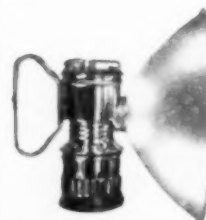
Yes . . . you can build sales volume and customer good will by featuring Auto-Lite Carbide Sportsman's Lamps this Fall . . . the first choice in the South since 1914. Start building your lamp business today by ordering these four popular Auto-Lite models from your wholesaler now!

115 MODEL
Furnished with 4" ribbed reflector. Burning capacity 4 hours. Rust-proof construction. Rubber Bumpergrip protects bottom. Strong wire brace.



107 MODEL
7" plated reflector. 4 hour capacity. Patented Ball Dropper insures steady, even flame at all times. An all-purpose lamp.

117 COMBINATION
Consists of 115 Model Auto-Lite Lamp with a sturdy brown cloth adjustable hat with metal attachment. A real special this year.



875 MODEL
Will burn 6 hours on one full charge of carbide and water. Furnished with 7" plated reflector and convenient folding handles. Ideal for camping.

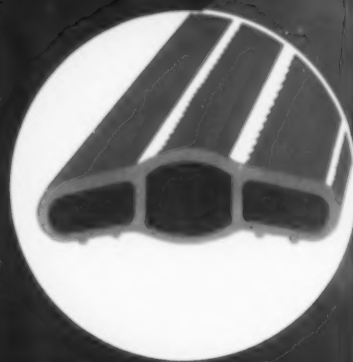
Contact your jobber today or write us for an illustrated catalog and the name of your nearest wholesaler.

UNIVERSAL LAMP CO.
Springfield, Illinois



Swan Announces its New **TRIPLE-TUBE FLEXIBLE SPRINKLER!**

Does the work of a Lawn-Sprinkler and Soil-Soaker,
and does it better!



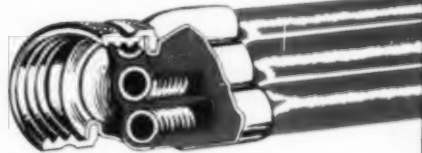
The Best Sprinkler Coupling on the Market!



MALE ON ONE END

FEMALE ON OTHER END

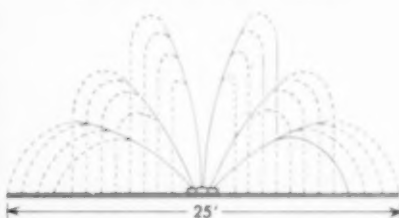
Several lengths can be joined



Swan's new TRIPLE-TUBE Sprinkler coupling is right! (See cut away view above). Three tapered brass inserts (See figure A) fit each tube perfectly, prevent plastic tube from tearing. Brass coupling is securely seated around inserts assuring permanent water-tight connection. Female coupling on one end, male coupling with brass cap on other end. When cap is unscrewed, additional sprinklers can be attached in series.

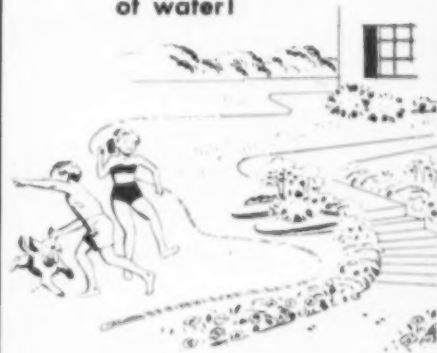
Guaranteed to lie flat!
Will not roll
or shift position!
Stays where you put it!

**WATER OPENINGS
ON ONE SIDE ONLY**

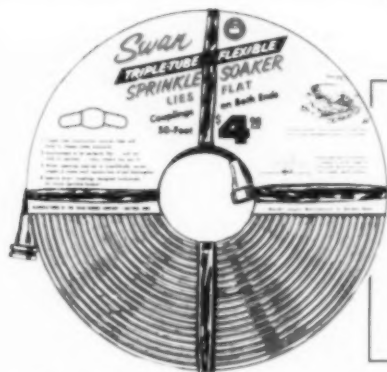


The above illustration shows the Swan TRIPLE-TUBE Sprinkler in action. Water openings are scientifically placed at the correct angles. Every square foot of area receives a steady, gentle soaking! Covers a strip about 25 feet wide the entire length of the sprinkler, with normal city water pressure. Made of beautiful green plastic. Tough, thick walls prevent tearing, snagging on thorns, or bursting. Will not fade, rot, or mildew. Easy to clean and keep clean.

Sprinkles or soaks uneven
terrain . . . terraces . . . long
narrow strips . . . between
walks or vegetable rows
. . . all those hard-to-get-at
places! Throws lots
of water!



The only practical way to sprinkle or soak long narrow strips, rectangular, square, or oval areas. When used as a soaker will not damage roots, and will not wet the underside of foliage. A must for everyone who wants beautiful lawns, flowers, and productive vegetable gardens.



Each Swan TRIPLE-TUBE flexible sprinkler is securely and beautifully packaged with colorful merchandising display on each side. Tells your customers the entire story, yet allows them to examine merchandise completely.

AVAILABLE IN 25-FT. AND 50-FT. LENGTHS AND PRICED TO SELL!

25-Ft.
Sprinkler
Retail at
\$3.25

50-Ft.
Sprinkler
Retail at
\$4.98

**ORDER YOUR SWAN TRIPLE-TUBE FLEXIBLE
SPRINKLERS FROM YOUR SWAN JOBBER TODAY!**

**THEY SELL LIKE MAD!
THEY BUILD STORE TRAFFIC!
THEY RING YOUR CASH REGISTER!**

STYLE	LENGTH	PACKAGING	WEIGHT
No. 20	25-Ft.	10 Sprinklers to carton	27 lbs.
	50-Ft.	10 Sprinklers to carton	47 lbs.

SWAN RUBBER COMPANY • BUCYRUS, OHIO, U. S. A.
World's Largest Manufacturer of Garden Hose

SWAN'S FAMOUS

Jewel Box DISPLAY

IS SELLING GREAT GUNS!

Introduced to the hardware trade last fall, the Swan "Jewel Box" display of plastic garden hose has become a "must" for every hardware merchant. If you have not already ordered your supply of this beautifully-packaged, colorful plastic hose —

*Contact Your
Swan Jobber
TODAY!*

NO.	COLORS	SIZE	PACKAGING	UNIT SHIPPING CARTON	WT.
185	Kelly Green Light Green Cherry Red Amber Aquamarine	Full 7/16" Inside Diameter	25-ft. coil coupled in "Jewel Box"	5 coils for 125-ft. carton	14 lbs.
			50-ft. coil coupled in "Jewel Box"	5 coils for 250-ft. carton	26 lbs.



and don't forget...

to order plenty of
Swan Garden Hose for the 1954 Season!

A COMPLETE LINE OF PLASTIC AND
RUBBER HOSE TO SUIT EVERY NEED!

It's later than you think! Spring and the big demand for Swan Garden Hose is just around the corner! Check your hose inventory now and order plenty of Swan Garden Hose from your Swan jobber today. Swan, the nationally advertised garden hose is preferred by millions and millions of Americans!

SWAN RUBBER COMPANY



BUCYRUS, OHIO, U. S. A.

World's Largest Manufacturer of Garden Hose

the ease of watering a lawn and the sprinkler's automatic features. Hose is laid to determine the sprinkler's course and an automatic cut-off is set up, generally 50 feet from the faucet.

"The automatic features are especially interesting to housewives," Vinson emphasizes, "because, figuratively, the man of the house can attend to watering the lawn in a few minutes each evening and morning and the housewife need not be bothered.

"Assuming a lawn can be watered with 150 feet of hose, the man of the house can set the sprinkler in the evening and start it. Traveling at the rate of 10 to 15 feet an hour, the sprinkler will probably operate until 3 o'clock in the morning, when it will automatically shut off. All that is necessary next morning is to turn off pressure at the faucet, relieving the hose. By repeating these operations, average front and back lawns can be watered on successive nights."

More often than not, Preston Hardware sells 50 to 100 feet of hose with each sprinkler. The 50-foot sale is most frequent since that length of reinforced hose is recommended for use between faucet and cut-off. The cut-off threads into the hose line and old worn hose used between cut-off and faucet may not withstand the pressure. Older hose can be used between cut-off and sprinkler.

New Face—New Profits

(Continued from page 57)

attracted customers with a resultant increase in sales. The store is vacuumed and waxed twice monthly, and merchandise is dusted several times a week.

"It used to take so much time getting merchandise from the warehouse or locating merchandise in the store that we used to do all our paper work at home after hours," Candey said, "but now all paper work is done right in the office on store time."

However, Candey does not feel that self-service, being encouraged by the open displays automatically calls for fewer floor salesmen. He feels that salesmen are needed to help customers with their particular problem or need.

A one-quarter page ad was placed in a local newspaper when the modernization program was

Only WILHOLD GLUE has the



REFILLABLE PLASTIC GLUE GUN

won't break, won't spill, keeps glue fresh,
free from splinters, sawdust and dirt.

SELLS ON SIGHT

FULL PROFIT

HIGH UNIT SALE

GLU-BIRD popularity has upped dealer and
jobber sales 43% to 76%.



A white cream, dries
stainless, colorless.



YOUR CUSTOMERS WILL BUY BECAUSE THEY WANT RESULTS

PROVEN BY 6 YEARS SERVICE

Southern Repr's: FRANK W. COLLINS CO., ATLANTA, GA.; ROBERT M. BARNES CO.,
NEW ORLEANS 13, LA.; W. K. PRESTON, ORLANDO, FLA.

Jan. 58

ACORN ADHESIVES CO., INC.

Feb. 58

678 Clover St., Los Angeles 31, California • 5733 W. Lake St., Chicago 44, Illinois

Let us send you absolutely FREE a full size (\$1.00 retail value) GLU-BIRD that has set the sensational records.

NAME _____

ADDRESS _____

CITY _____

STATE _____

JOBBER _____

*Getting Your Share
of Quick Profits?*



No. 52

Self Selling TACK AND NAIL BAR

- Profit-proved by thousands of dealers
- Takes less than 1 sq. ft. of counter space
- Holds 180 packages, 6 each of 30 items
- Boxes slide into selling position automatically

HOW TO GET IT

Just buy one dozen each of popular Atlas items listed below. Display comes packed in same carton. Shipping weight 60 lbs.

Upholsterer's Tacks, 4 sizes • Carpet Tacks, 3 sizes • Furniture Nails, 3 styles
Wire Brads, 6 sizes • Wire Nails, 4 sizes
Metal Leather Furniture Nails, 5 colors
Wire Cloth Staples • Double Pointed Tacks • Thumb Tacks • Linoleum Binding Nails • Glazier Points

FAST PROFIT! SMALL INVESTMENT!

This is fast-moving, impulse sale merchandise — items that every householder uses and keeps on hand! Priced to give you over 60% PROFIT on your investment.

Ask Your Wholesaler's Salesman



**ATLAS
TACK CORP.**

Fairhaven, Mass.
Henderson, Ky.

completed. Approximately 600 post cards were mailed a few days before the opening, followed by 300 post cards shortly thereafter. Candey sent engraved invitations to the 250 customers carried on the store's books. In addition to announcing the opening, the invitations described the many new features that would make shopping in the store more pleasant.

In its award of first prize to Candey Hardware Co., the Washington Board of Trade prepared a brochure in which the old and new buildings were dramatically contrasted. The brochure explained that the award was given for "the disciplined simplicity of the conceived design" and for "rehabilitation of blighted property."

Special Services

(Continued from page 62)

dise through the mails and for paying bills. We have a number of housewives who use them regularly for paying light, water and gas, and sometimes, laundry bills. We also have several salesmen who use them for settling accounts with the home office." The average money order written at Todd Hardware is for \$25. Todd retains 1/3 of the money order fee as his commission.

"There is very little bookkeeping connected with money orders," Todd explained, "and there are no reports to file. While the fees I receive are insignificant, the additional store traffic generated by the service makes the effort well worthwhile."

Most of his money-order customers, Todd said, look around the store briefly before leaving. Here, of course, is an opportunity for sight sales and suggestive selling which Todd tries to make pay off through attractive, frequently-changed displays, ample store lighting and suggestive selling.

"Paint sales have benefited particularly by our money order service," reported Mrs. Todd, who assists her husband in the operation of the store and manages the money order accounts. "When a woman purchases a money order from me, I usually ask her if there isn't some painting she needs to do around the house—a floor, wall, porch railing or piece of furniture. Very often I will sell a can of paint and accessories as a result."

"We have a good fishing tackle business," Todd said, "and to in-

CHENEY Nail Holding Hammers

The Hammer

Holds The Nail

YOU ONLY DO THE DRIVING



**CHENEY
Sales Maker
DEAL**

- 8 No. 938 hammers 16 oz.
- 2 No. 937 hammers 20 oz.
- 2 No. 944 hammers 18 oz.
- 1 No. 938 hammer, 16 oz., for use with display—at half price.
- 1 Sales Maker demonstrator and sign—free.

Hammers supplied in either bell or octagon face.

EXTRA — The New Cheney Nail Chart with each order.

Sales Representatives:
JOHN H. GRAHAM & CO., INC.
New York, N. Y.
SANFORD BROTHERS
Chattanooga, Tenn.



**HENRY CHENEY HAMMER
CORPORATION
LITTLE FALLS, NEW YORK**

crease this as much as possible. I invite all of the fishermen I know to bring in their reels during the winter months, after Christmas, for a checkup. When I find that a reel needs repair, I do the necessary work on it and charge the owner only the price of any parts that were required. I have found that this service is an excellent goodwill builder and usually am able to sell these fishermen lures, extra lines, tackle boxes or other fishing equipment at the time they pick up their reels. This service also builds store traffic at a time when business is dull and helps to keep the name of my store before the sportsmen in this area."

In offering extra services, Todd has not neglected the younger generation. For proof, visit his store almost any summer day or winter week-end and you'll see ailing bicycles, tricycles, footballs and basketballs from all over the neighborhood at Todd Hardware. Their young owners know that the trouble probably will be remedied by the store.

Glitter Stimulates Sales

(Continued from page 51)

have, we think, a complete answer for the problem of displaying gift merchandise.

"A display such as this plays tricks on human nature, too, by bringing out the streak of vanity that is in each of us. It is quite common for a woman to be shopping, catch a glimpse of herself in a mirror, pause and powder her face or rearrange her hair. And it is not too uncommon for a man, passing alongside this display, to stop, produce a comb and attend to the demands of his own personal vanity."

The idea for the display is that of Owner Vaught, says Nolen, who relates that Vaught inspected many hardware and gift stores, looking for a satisfactory gift display plan. He never did find exactly what he had in mind, in use, but he accumulated ideas, compounded them with his own and, says Nolen, "we just started building it."

Labor, except that of installing mirrors and plate glass shelving, was performed by a part-time carpenter who builds other store displays. Along the two sections of wall chosen, two-by-four uprights were installed, approximately 2½ feet on center, to receive upright

Gold Medal

**Nylon
Seine Twine
Continuous Filament**

The Linen Thread Co., Inc.

Companion to the famous

**MEDIUM
SHEPARD S
GOLD MEDAL SEINE TWINE**

THE LINEN THREAD CO. L.
SUCCESSORS TO
AMERICAN NET AND TWINE CO.

#15

**Gold Medal
QUALITY SEINE TWINES**

THE LINEN THREAD CO., INC., 418 Grand Street, Paterson 1, N. J.

40 East 42nd St. New York 17, N. Y.	105 Maplewood Avenue, Gloucester, Mass.
140 Federal St. Boston 10, Mass.	158 W. Hubbard St. Chicago 10, Ill.
Lowland & Calvert Inc. Baltimore 3, Md.	116 New Montgomery St. San Francisco 3, Cal.

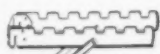
Rack Up More Sales • Rake in More Profits

with REEVE *Shure Sell*™ GARDEN TOOL DISPLAYERS



The new improved REEVE Shure Sell Garden Tool Displayers are being welcomed by hardware men everywhere as the most practical, economical and sales-producing advancement in garden tool displayers in the past 10 years!

Easy to Install . . . Last a Lifetime . . . Steel for Strength . . . Riveted Construction for Durability . . . Durable for Gleaming Beauty!



SHOVEL DISPLAYER No. 418

Holds 6 long handled shovels, spading forks, cultivators, lawn edgers or similar tools.



RAKE—PITCHFORK DISPLAYER No. 420

Holds 8 rakes or pitchforks in a neat step-down row.



HOE DISPLAYER No. 417

Slanted single bar with 8 slots for hoe display.

Flexible, Interchangeable



Items above are slotted for use on steel rails... Or may be screwed direct to wall. Displayer rails supplied as shown.

WOOD CABINETS ARE NOT FURNISHED

"D" HANDLE TOOL DISPLAYER No. 09



Used in pairs these steel brackets provide space saving displayers for best posthole diggers, forks and other tools best displayed at floor level.

Send now for brochure giving full description.

Descriptive Catalog

Send for it today! Hundreds of new improved items from ticket holders to large display units.



REEVE COMPANY

"Serving America's Retailers since 1913"

P.O. Box 276 • Rivera, Calif.

bracketing that makes shelving adjustable.

Then the mirrors were installed, seven on 17½ feet of wall and 9 on 22½ feet. Each 2½ by 5 foot mirror listed for \$50 and 18 mirrors would have run that bill to \$800, except for the discount hardware dealers get from glass companies. Discount brought the total price of mirrors down to \$400, installed.

On the ¼-inch plate glass shelving the Vaught store did not get the same attractive discount, since hardware dealers do not handle plate glass for resale in such quantities. The shelving, four tiers of it for a total of 160 feet of shelving, cost one dollar per linear foot, or \$160.

Decorating was the final touch, supervised by Vaught in person, since his observations had taught him the entire project could fail of its purpose without support from a proper color scheme.

The 18-inch-high base was faced on the front with combed plywood, which was painted a mild yellow for brightness and the same color was applied to facing above mirrors. Then the 18-inch high floor of the base was carpeted in gray and the wall above the mirrors was painted a dark green.

Net result was to repel the eye from the dark walls above the mirrors and frame the entire display with lightness, thus drawing the eye to the merchandise.

March 15 Exam

(Continued from page 59)

to LIFO (last-in, first-out) method may be filed with your return for the first year affected.

6. c. Your deduction for a charitable contribution is the value of the gift at the time it is made. You are not considered to have realized a taxable gain when you give away property that has increased in value.

7. d. The dependent may be either a U. S. citizen or a resident of the U. S., Canada or Mexico.

8. a. You establish your fiscal year when you file your first return after organizing your business. You may change it only with Government permission, requested at least 60 days before the proposed year-end

MORE PROFIT IN



AMERICA'S NO. 1 LINE

FIRST IN DEMAND!
FIRST IN SALES!
FIRST IN QUALITY!

DISPLAY-PACKAGED
TO MOVE FASTER!



Makes
Self
Service
Easy!

GLASWIK—
outlasts ordinary
kindlers
4 to 5 times

8 NAME BRANDS!

a full line for oil stoves and ranges

GLASWIK

World's finest spun glass wireless wick.

FLAMEMASTER

The asbestos leader—has more oil-carrying strands.

BESWIK

Superior asbestos—at a competitive price.

NEW!

TRIPLEHEAT

The superior 3-wire asbestos wick at a new low price.

FASTHEAT

Accordion-fold—for range burners.

FLAMEMASTER

Good quality asbestos—two heavy exposed brass wires.

THRIF-T

Economy grade wire—reinforced asbestos.

TOP NOTCH

Perfection replacement—cotton, in steel shell.

Check your stock and reorder NOW!

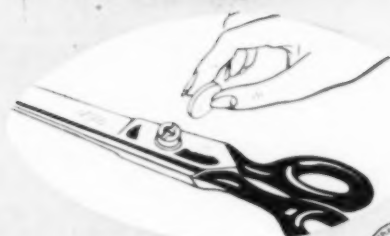
Sold Only Through Distributors

ATLAS ASBESTOS
COMPANY

NORTH WALES 9, PA.

Mfrs. of Asbestos Textiles Since 1922

AT LAST! shears you can adjust!



Guaranteed by
Good Housekeeping
Company

New DELUXE KLEENCUT with M-T adjustment

EXCLUSIVE! New Deluxe Kleencut is first with a complete line of adjustable tension shears! At last you can offer all the most popular sizes and styles at popular low prices with Exclusive Micro-Tension Adjustment. These are DOUBLE GUARANTEED shears that you can set anytime with a penny or dime . . . no more loose, sloppy blades . . . they always feel just the way you like 'em! You be the first in town to cash in on our sensational Merchandiser Deals!

PRICED TO SELL FAST . . . \$1.19-\$1.98

112C	7" Straight Trimmer, Fully Nickel Plated	\$1.79
112C	8" Straight Trimmer, Fully Nickel Plated	1.98
113C	6" Straight Trimmer, Black Enamel Handles	1.19
113C	7" Straight Trimmer, Black Enamel Handles	1.39
113C	8" Straight Trimmer, Black Enamel Handles	1.49
134C	7" Bent Trimmer, Fully Nickel Plated	1.89
134C	8" Bent Trimmer, Fully Nickel Plated	1.98
135C	7" Bent Trimmer, Black Enamel Handles	1.39
135C	8" Bent Trimmer, Black Enamel Handles	1.49

SENSATIONAL NEW FREE MERCHANDISERS



Case with Complete Line of Scissors and Shears.



Point of Sale Display for M-T Shears only.

See your favorite jobber or write...

THE ACME SHEAR COMPANY
BRIDGEPORT 1, CONN.
WORLD'S LARGEST MANUFACTURER OF SCISSORS AND SHEARS

DICKS-PONTIUS GLAZING COMPOUND sells faster and gives you more profit for 3 reasons



- 1 High Quality!**—For glazing wood or metal sash. Seals permanently! Ready to use just as it comes in the can. A truly elastic glazing compound that anyone can use easily and get excellent results!
- 2 Versatility!**—Just the ticket for many other home repair jobs in addition to glazing. And it's **white**—just what consumers want!
- 3 Modern Distinctive Packaging!**—D-P Glazing Compound is attractive on display in its modern red and black label. Sizes—1 lb. and up. Order from your jobber now. You'll be glad you did when you see how fast and profitably it moves!



Another D-P Profit Booster— White Caulking Compound in a Tube!

This giant tube (approx. 1/10 gal.) of high quality D-P White Caulking Compound is a red hot item! Consumers go for its compactness. No gun to fuss with—just squeeze the tube and apply to cracks around window and door frames, concrete, masonry, bathtubs, sinks—countless other places. Ten tubes to eye-catching display carton. Cash in! Order from your jobber today!



For 87 years — the quality leader
The DICKS-PONTIUS Company
DAYTON, OHIO
Alexandria, Va. • Decatur, Ga. • Dallas, Texas

IT'S NEW

Lightweight
Die Cast
Aluminum
Alloy
Handles . . .

Finger
Grips . . .

Handles Offset
with Blades
for Hand
Clearance . . .

New Operating
Mechanism . . .

Predetermined
Cutting
Height . . .

Hollow Ground
Long-Life
Blades

High Carbon
Tempered Steel,
Thru-hardened
Blades



Doo-Klip's

Model DK 101

There's a Lawn Tool for
Every Need in Doo-Klip's
New and Complete Line

**THE LEWIS ENGINEERING
AND MANUFACTURING CO.**
ALLIANCE, OHIO

Pioneers in the Lawn Tool Industry

date.

9. a. But if you had held the stock beyond six months you would have had a long-term instead of short-term capital gain. You would have been taxed on only 50% of the gain, and in no case would the tax exceed 26% of the gain.

10. c. The dividends are income to the child, provided the gift is considered genuine, and no return is required from anyone having less than \$600 gross income.

Selling Appliances

(Continued from page 60)

to encourage customers to bring in tips on prospects, the store, for a time, gave a set of dishes to any customer who turned in the name of a prospect who, in turn, actually bought a refrigerator. This went along well for a while and it led to a number of profitable sales—until one day four customers came in, explained how they had recommended the company and its refrigerators to a certain local housewife who had bought a refrigerator from the store. The company had an "out" in that three of these four had failed to come in and list the prospect in advance of the sale. Nevertheless, Cavitt sensed that each woman sincerely felt that she had earned a set of dishes, and he gave each a set. But he discontinued the offer.

More favorable "off-the-beat-en-track" publicity has come Cavitt's way, however. Recently the company participated in an appliance show sponsored locally by Central Power & Light Co. Top attendance prize at the show was an electric refrigerator. The winner had a choice of nine different makes from which to choose, and chose the one handled by the Cavitt store. A picture of this presentation, to a well known local person, has been a big aid in selling refrigerators.

The company won top place in its district for the greatest increase in washer sales in communities of its size group, and last year won a plaque from the refrigerator manufacturer whose line the store carries, for excellent merchandising and service to refrigerator customers.

"Our sales methods are simple and improvised as we go along,"

THE PAINTER'S FRIEND



CONSUMERS.

SPACKLING COMPOUND

FOR REPAIRING
HAIR-LINE CRACKS, HOLES
IN PLASTERED SURFACES

For pre-painting preparation—the smooth way to "crack-proof" plaster walls, seal open joints and cracks in woodwork, fill nail and screw holes, smooth rough wallboard, cover checks and knots in wood. Can be sandpapered to velvet finish. Will not shrink or fall out. Available in 1, 5 lb. cans; 100 lb. drums; 300 lb. drums.

Order from your wholesaler.

CONSUMERS GLUE CO.
1515 N. HADLEY ST. ST. LOUIS 6, MO.

Victor Bait Bucket

means **BIGGER PROFITS**



At their low price, your fishermen customers will buy two or three of these sturdy VICTOR bait buckets—they'll really build profits for you! Four sizes—

No. 4, \$.89	No. 10, \$1.50
No. 6, \$1.00	No. 20, \$3.50

Shipped nested for minimum storage and display space. Liners also available. Order from your wholesaler.

ANIMAL TRAP COMPANY OF AMERICA
Lititz, Pa. • Pascagoula, Miss.

OK for top profit for top quality 15¢ ADHESIVES

...they meet a million needs!

Favorites with millions — because OK 15¢ Adhesives are tops in quality! Finest raw materials, continuous quality control assures consumer satisfaction, quick repeat sales. OK Adhesives bring you top markup, top turnover. Colorful tubes, compact displays do the selling job for you — in fewest counter inches.



OK HOUSEHOLD CEMENT assures permanent bond to glass, china, fabrics, plastic, wood, leather. Crystal-clear, all-purpose sure-holding cement.

No. 1297 — Colorful, 3-wing counter display, 10" high, 18" wide, 12 on card. **No. 95** — On 3½" x 5¼" card, 1 on card. **No. 5** — OK Cement, uncarded, 1 gross, loose.

OK MODEL CEMENT specially developed for model builders, hobbyists, craftsmen. Quick-drying, fast-and-sure setting, crystal-clear. Jumbo size tube with nozzle tip.

No. 1298 — In eye-catching display carton 7" wide, 7" high, 2 doz. per box. **No. 8** — Model Cement, bulk, 1 gross, loose.

OK LIQUID SOLDER repairs leaks in plumbing, radiators, tanks. Makes speedy powerful bond to metals, wood, glass, tile, etc. Water-proof, gasoline-proof, quick-drying. No heat necessary. Lasts indefinitely.

No. 1296 — Colorful 3-wing counter display, 10" high, 18" wide, 12 on card. **No. 94** — On 3½" x 5¼" card, 1 on card. **No. 4** — OK Solder, uncarded, 1 gross, loose.

write today for details, samples

TIP-TOP PRODUCTS CO • OMAHA 2, NEBR.

SOUTHERN HARDWARE for JANUARY, 1954

GREATEST can opener promotion ever!

buy 3 each of these



and you get
a **SWING-A-WAY**
ice crusher
FREE!



make an extra \$6.95 profit YOUR DISCOUNT...OVER 48%

This extra special 'dealer bonus' offer begins February 1 and ends March 31. You buy 3 each of our 4 most popular Can Openers, and you get a \$6.95 **SWING-A-WAY** Ice Crusher absolutely free. The retail value of this offer is \$51.77. Your cost is only \$26.89. Your discount... **over 48%**. If your store is not featuring **SWING-A-WAY**, why not start now? Get the satisfaction of knowing you **sell the best**.



CALL YOUR JOBBER OR WRITE:
SWING-A-WAY MFG. CO.

4100 BECK AVENUE • ST. LOUIS 16, MISSOURI

Cavitt says, "but they're working in our town. We believe they will work in other towns of comparable size."

Millard in New Sales Post for American Steel

MAXWELL D. MILLARD has been appointed to the newly-created position of assistant general manager of sales of the American Steel & Wire Division of the United States Steel Corp. The announcement was made by H. M. Francis, American Steel & Wire's vice president—sales. Millard, who comes to his new post in Cleveland from his present post as Detroit district sales manager will serve as assistant to John Graham, general manager of sales at division headquarters in Cleveland.

A native of Brooklyn, Millard graduated from Princeton with an A.B. in philosophy and later received A.B. and M.A. degrees, both in electrical engineering, from M. I. T. He has been with the company since 1934, with time out for serv-

ice in the navy during the war as a lieutenant commander.

CONVENTION DATES

Alabama Retail Hardware Association, annual convention and trade show, May 16-18. Headquarters, Admiral Semmes Hotel, Mobile, Ala., Secretary, Mrs. Euna G. Ramsey, 1006 Frank Nelson Bldg., Birmingham, Alabama.

Arkansas Retail Hardware & Implement Association, annual convention, Feb. 14-16. Headquarters, Robinson Auditorium, Little Rock, Ark. Secretary, J. Wayne Tisdale, 908 Rector Bldg., Little Rock, Arkansas.

Hardware Association of the Carolinas, annual convention, Feb. 23-25. Headquarters, Hotel Charlotte, Charlotte, N. C. Secretary, Dwyane Laws, 118½ E. 4th St., Charlotte 2, N. C.

Florida Retail Hardware Association and Georgia Retail Hardware Association, annual

joint convention, April 25-27. George Washington Hotel, Jacksonville, Fla. Secretary, W. W. Howell, Box 183, Waycross, Georgia.

Kentucky Retail Hardware Association, Inc., annual convention and trade show, Feb. 2-4. Headquarters, Kentucky Hotel, Louisville, Ky. Secretary, Edward K. Keiley, 501 Republic Building, Louisville, Kentucky.

Missouri Retail Hardware Association, annual convention and trade show, Feb. 23-25. Headquarters, Jefferson Hotel, St. Louis, Mo. Secretary, Harry F. Scherer, 1189 Arcade Bldg., St. Louis, Missouri.

Oklahoma Hardware & Implement Association, annual convention and trade show, Feb. 2-4. Headquarters, Municipal Auditorium, Oklahoma City, Okla. Secretary, R. K. Thomas, 515 Midwest Bldg., Oklahoma City, Oklahoma.

Southern Wholesale Hardware Association and American Hardware Manufacturers Association annual joint convention, New Orleans, April 11-15. Headquarters, Roosevelt Hotel. T. W. McAllister, 814 Metcalf Bldg., Orlando, Fla., managing director, SWHA. A. L. Faubel, 342 Madison Ave., New York 17, New York, secretary, AHMA.

Tennessee Retail Hardware Association, annual convention, Feb. 21-24. Headquarters, Noel Hotel, Nashville, Tenn. Secretary, Morris Jones, Box 784, Nashville 2, Tennessee.

Texas Hardware & Implement Association, annual convention and trade show, Jan. 25-27. Headquarters, Plaza Hotel, San Antonio. Executive Director, Ray M. Souder, 822 Texas Bank Bldg., Dallas, Texas.

Tri-State Hardware & Implement Association, annual convention, Feb. 8-9. Headquarters, Hotel Herring, Amarillo, Texas. Secretary, M. D. Shepherd, Canyon, Texas.

Virginia Retail Hardware Association, annual convention and trade show, Feb. 7-10. Headquarters, Hotel Chamberlin, Old Point Comfort, Va. Secretary, G. T. Omohundro, Jr., Scottsville, Virginia.

West Virginia Hardware Association, annual convention and trade show, Feb. 22-24. Headquarters, Daniel Boone Hotel, Charleston. Secretary, James C. Fielding, 1628 McClung St., Charleston, West Virginia.

get your share
of this
PROFITABLE MARKET

Believe it or not, more than 6 million horses and mules need shoeing each year—and today their owners are looking to YOU to supply them. Horseshoes are a high-profit item...come packaged 10 pair to the box—easy to store, shelve, and sell. *Stir yourself.* Write now to Dept. H-2 for name of distributor, free catalog and pricing information.

YOUR CUSTOMER LOOKS FOR THIS TRADE MARK →

It signifies the
**WORLD'S LARGEST
MANUFACTURER OF
HORSE AND MULE SHOES.**

Phoenix MANUFACTURING CO.
Joliet, Illinois



SOUTHERN HARDWARE

Your Silent Partner with 40 Years' Experience in the Southern Hardware Trade . . .

Available at a "salary" of less than \$1.00 a year.

Here is a value you can't afford to miss. A monthly discussion of the best in merchandising methods, new products and ideas backed by over 40 years' of outstanding service to the Southern Hardware Trade.

If you aren't yet a subscriber, or if your present subscription is about to lapse—get in on this wonderful value—36 issues of **SOUTHERN HARDWARE**—at a cost to you of less than \$1.00 a year! Mail the coupon below today.

SUBSCRIPTION ORDER FORM

Use this handy coupon
for entering your subscription
to

SOUTHERN HARDWARE

W. R. C. Smith Publishing Co.
Department 10-H
806 Peachtree St., N.E.
Atlanta 5, Georgia

☐ New Subscription
☐ Renewal Subscription

You may enter my subscription to SOUTHERN HARDWARE for 3 years.

Name _____

P. O. Box or
Street and No. _____

City _____ State _____

Firm _____ Position _____

Please Check:

Wholesale Hardware ☐ Retail Hardware ☐
Farm Implement Retailer ☐ Hardware & Farm Equipment ☐
Hardware & General Merchandise ☐

☐ Enclosed find \$2.00 ☐ Send bill for \$2.00

AMERICA'S FINEST EDGERS

ROWE'L-EZY

1ST Choice

3 PROFIT MAKERS
THAT WILL GET YOUR
1st CHOICE VOTE...

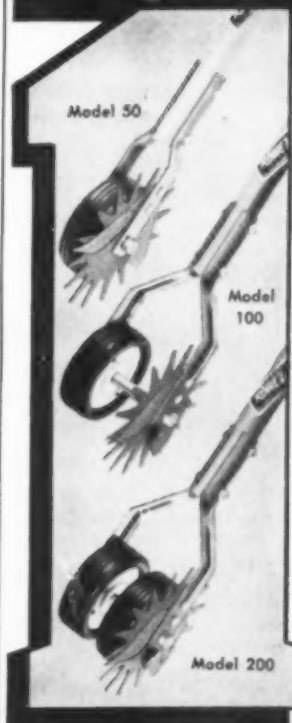
The nation wide acceptance of Rowe'l-Ezy All Purpose Lawn and Garden Edgers by the American public, is without precedent. Rowe'l-Ezy Edgers trim effortlessly around flower beds, tree basins, sprinkler wells, along fences and sidewalks, and cuts forward and backward. Rowe'l-Ezy Edgers are built to the highest standards of design and workmanship, and are PRICED RIGHT TO SELL RIGHT.

MILLIONS OF PEOPLE WILL SEE ROWE'L-EZY ADVERTISING IN 1954 . . . with a topflight national and regional advertising program.

For America's Fastest Selling—Top Profit Lawn Edgers, ORDER NOW from your local jobber, or write to:

ROWE TOOL CO.

P. O. BOX 3185
GLENDALE 1, CALIFORNIA



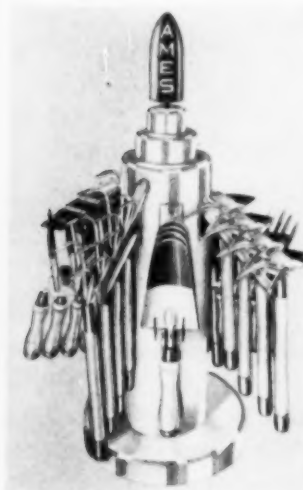
HARDWARE

NEW PRODUCTS

AND SALES PROMOTION AIDS

Small Hand Garden Tools

For their now-complete line of small hand garden tools, the O. Ames Co. has created for dealer display a revolving display stand. The line of tools was designed for home gardeners requiring light, well balanced tools at popular prices. The heads of



all items (except lawn weeder) are of cold-rolled steel, sharpened and polished. Handles are of hardwood, smoothly sanded and finished in clear laquer.

The line includes regular trowels, transplanting trowels, spading forks, cultivator hoes, weeding hoes, cultivators, hand rakes and lawn weeder.

The O. Ames Co.
Parkersburg, W. Va.

Food and Beverage Chest

A new multi-purpose food and beverage chest called the Magicooler "Sportster" is adaptable for such varied uses as fishing, hunting, camping, picnicking, and outings and parties of all sorts; and it can serve as a supplemental refrigerator within the home.

Fashioned with an attractive design depicting various sports scenes, it is finished in gray and white with a red top.

Constructed of heavy steel with galvanized steel interior and baked-



on enamel finish, the "Sportster" has an automatic lock-cover handle for one-hand carrying, and is 100 percent insulated. Its large capacity holds beverages, sandwiches and the like, and sufficient ice to keep contents cold for hours. The manufacturers claim it equally ideal for keeping foods hot.

The "Sportster" retails at \$9.95.

Metalcraft Manufacturing Corp.
Memphis, Tennessee

Steel Snips

A new compound lever snip which is equipped with hot forged steel blades is being introduced by the Midwest Tool and Cutlery Co.

The compound action of the snips is designed for maximum power at the jaws with minimum effort at the handles. The controlled heat treat-



ment and the highly polished, individually fitted blades assure longer lasting cutting edge and smooth positive cuts, according to the manufacturer.

The snips will cut 18 gauge and heavier in some types of metal. The handle is of a rubber-type Plastisol finish.

Midwest Tool & Cutlery Co.
Sturgis, Michigan

New Labeling

New aluminum labels in eight patterns are being added to the packaging of the products of Southern Screw Co.

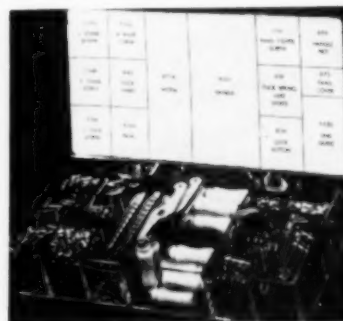
According to the manufacturers, the labels are error-proof, easy to read, being designed for the convenience of the retailer and for eye-catching appeal to the buyer. Screw silhouettes in royal blue on aluminum base will identify aluminum slotted screws, oval, flat and round heads. Bold aluminum lettering gives the needed information.

Other labels are being designed for machine and drive screws on which production will begin soon.

Southern Screw Co.
Statesville, North Carolina

Reel Parts Kit

Ocean City's new Parts Kit, No. 790, now available for dealers and repairmen, is designed to furnish them with parts most frequently replaced in Ocean City's most popular fresh water, level-wind reels. The reels the kit will service are the #1581, #1529, #1500, #1591, and the #1600.



The kit, in a clear plastic container, includes Ocean City's recently published Reel Parts Service manual and those items which the average repairman and dealer normally purchase in the greatest quantity.

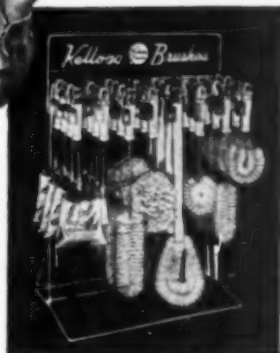
According to the announcement, the kit is intended to expand the company's service department, and is not a replacement for their present reel service facilities. List price of the kit is \$20.

Ocean City Mfg. Co.
Philadelphia, Pa.

More profit on
HOUSEWARES
with these
high-quality
fast-selling
BRUSHES



Put this good-looking display of *quality* household brushes in a good traffic spot and watch your brush sales climb. Profits, too — not just 33 $\frac{1}{3}$ %, but a full 37 $\frac{1}{2}$ % — for you.



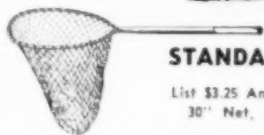
colorful merchandise...
appealingly displayed

Kellogg  **Brushes**

famous name... famous brand

KELLOGG BRUSH MFG. CO.
Westfield, Mass.

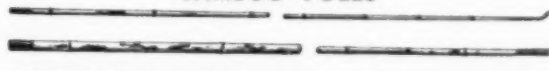
St. Croix  **KEEPS THAT
HOLIDAY VOLUME
GOING ALL YEAR LONG!**



**BIG DIPPER
STANDARD LANDING NETS**

List \$3.25 Anodized in colors. 15" Frame,
30" Net, Floating Aluminum Handle

BAMBOO POLES



No. L-312 Perma-Bond Brass Ferrules. List \$1.79, 3 pcs., 12 ft. Mottled Bamboo. The only complete line of Bamboo Poles in America. 7 styles from \$.50 list to \$4.25

TUBULAR SALT WATER SPINNING ROD



No. 1003-SM, 8 $\frac{1}{2}$ ft., 2 sections. No. 24, 16, 14, 10, 9, guides.
List \$15.95

Sold through jobbers everywhere

St. Croix **WORLD FAMOUS TACKLE**
WRITE FOR YOUR FREE CATALOG
St. Croix Corp. UNITY, WIS.

You'll do better
with **WOODRUFF**
lawn seed

Southern Evergreen—a superior mixture particularly adapted to the sunny south.

Southern Shady—provides a thick green cover in shady areas where grass is hard to grow.

Feature Woodruff Lawn Seed for quicker and more profitable turnover.



Woodruff
SEEDS

F. H. WOODRUFF & SONS, INC.
ATLANTA • DALLAS

Strataflo all
Position

**CHECK
VALVES**

Flexible
METAL POPPET



Patented, flexible Monel

Metal Poppet can't leak. Sensitive in operation. For cold or hot water or steam. 200 lbs. pressure. One-piece brass shell. Seven sizes. Write for Bulletin 204.

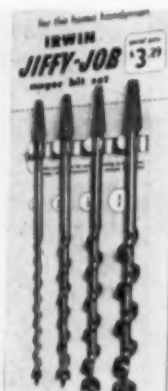
Order from your Jobber

Strataflo

STRATAFLO PRODUCTS, INC.
FORT WAYNE 1, INDIANA

Auger Bit Assortments

The Irwin Auger Bit Co. is featuring two "Jiffy Job" assortments at less than regular cost. These four and six bit assortments include only the best-selling sizes of Irwin's regular 62T auger bits, according to the announcement.



The H-4 assortment (4 bits) is priced to dealers at \$2.20, retailing at \$3.29. The H-6 (pictured) is the six-bit assortment priced at \$3.33 and selling at \$4.98. Both assortments are packaged 1/2 dozen cards to the box.

The sets are mounted on a spring-

clip holder on a colorful display card. The holder can be easily removed and permanently mounted in workshop, garage, or other convenient place around the home.

Irwin Auger Bit Co.
Wilmington, Ohio

Garden Twine

A new line of garden twine products by Plymouth Cordage Co. includes PlymKraft EZ-Ties, a green paper-wrapped wire garden twine that ties with a twist; PlymKraft Garden Twines in 250-ft. and 500-ft.



balls; and StrongTie Garden Twine, handy three-foot lengths of hard fiber twine dyed green.

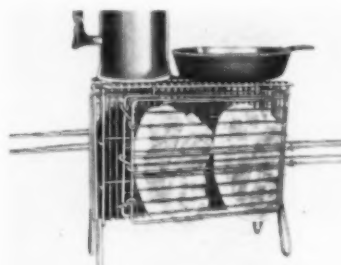
With an initial order of a garden twine unit, the dealer receives an attractive display stand which occupies less than two feet of floor space and holds many garden twine items.

Plymouth Cordage Co.
Plymouth, Massachusetts

Side Barbecue Grill

Designed for outdoor or indoor cooking pleasure, a new portable side grill barbecues, broils, and fries, giving all meat a real charcoal, outdoor flavor. Four steaks or 12 large hamburgers can be broiled at once.

According to the manufacturers,



nothing succeeds like...



PROMPT SHIPMENT

from 500,000,000 screws in bulk
300,000 gross packaged stock.

FREE LUBRICATION

Screws in bulk lubricated free
upon request.

SECURE PACKING

In containers specially built and
sealed against loss in shipment.

Southern means one source for
all your wood screw needs—and
Quality in every screw!

PHILLIPS or SLOTTED • FLAT • ROUND • OVAL
STEEL • BRASS • SILICON BRONZE • ALUMINUM

SOUTHERN SCREW COMPANY

STATESVILLE, N. C. • MANUFACTURER OF WOOD SCREWS

Factory Warehouses:

North Bergen, N. J. • Chicago 10, Ill. • Los Angeles 23, Calif.

Big

THE NEW BIGBOY

(3/4" White enamel blade)

IN EVERY WAY...



by MASTER

"Designed in direct answer to dealer demand. The 'Big Boy' not only has all of the known Master features, but has many which are startlingly new!... You will be amazed at the number of 'Big Boy' rules you will sell if you will take full advantage of the selling dividends listed below:

THE SLIDING TIP. The new Master sliding tip (exclusive with the 'Big Boy') gives you 2 important new features:

1. Allows for a hook measurement, using either side of the blade.
2. Makes possible completely accurate butt measurement.

FOR HOOK MEASUREMENTS! Hook either side of the double purpose tip over the edge of the measuring surface. New slide tip will automatically assume proper position.

FOR BUTT MEASUREMENTS! Just butt the tip against one of the surfaces to be measured. Tip will automatically slide in, out of the way.

POSITIVE ACTION LEVER LOCK. Can be pushed either up or down to lock. Brake will hold blade firmly, will not mar or scratch the blade surface.

PRINTED BOTH SIDES. Double figures and graduations are printed on both sides of the blade for quick use. Figures are always right side up.

To retail at \$3.25 ea. Replacement blade \$1.50
No. 710W (10 ft only)



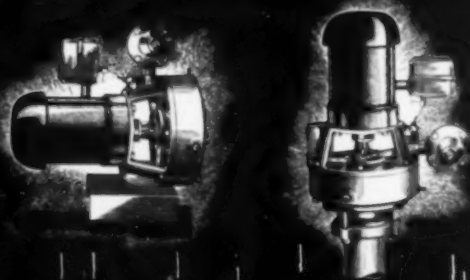
MASTER

MASTER RULE MFG. CO. INC. Middletown, New York

WOOD AND STEEL TAPE RULES

BURKS PUMPS

and water systems



A Deep Well Pump that can be used either horizontally or vertically—without any mechanical changes.



Patented KAM-ACTION Feature gives you larger capacity, greater efficiency, velvet smooth operation.

**BURKS
PUMPS**

Write for Catalog Folder
DECATUR PUMP CO.
35 Elk St., Decatur 70, Ill.

Cape Cod SUPREMA

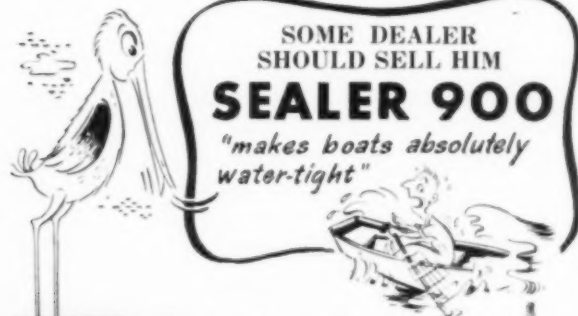


There's No Substitute for Cape Cod Linen

No other line has ever equalled Cape Cod Linen for salt water game fishing. Used by top-flight fishermen everywhere. Made in Ireland with long fibre Irish Flax. Unequalled for silken-smooth finish.

Ask your jobber or write us for catalog.

CAPE COD LINE COMPANY
East Hampton Connecticut



SEALER 900
NOW
UNAFFECTED
BY FREEZING
Repeated freezing
and thawing
will not
harm usefulness
of Sealer 900

Finest sealer made! Sealer 900 flows into seams, cracks, joints up to $\frac{1}{8}$ " in width. Being rubber, it expands and contracts — forms adhesive, flexible seal to keep water out. Plastic squeeze bottle easy to use — pointed tip controls flow. Sells for only \$1.35 at marine, sporting goods and hardware stores. Used by thousands of boat owners.

Imitated — never equalled!

If your jobber can't supply you, order direct.



Also available
in cans

Marine Products, Inc.

41 HIGH STREET

OSHKOSH, WISCONSIN

COLE HOT BLAST

"Leaders in room
Heaters since 1894"

GAS-OIL-COAL



MODELS
775-52
776-52

- ✓ Exclusive COLE "Tilt-A-Way" Cabinet for easy cleaning.
- ✓ A complete line of both single and dual burner models.
- ✓ Glass lined (porcelain) heating units.
- ✓ Sold and serviced nationally thru leading Distributors.



**TILT-A-WAY
CABINET**
FOR Easy CLEANING

Patent No. 2,241,025

Write for catalog

COLE HOT BLAST MANUFACTURING CO.

3817-35 South Racine Avenue • Chicago 9, Illinois

the design eliminates all flash fires, improves the draft, thereby eliminating smoke, and uses about 40% less fuel than the average such grill.

The grill comes set up with two long-handled broilers of all steel construction and nickel finish. It is 15" long, 6" wide and 13½" high, and the suggested retail price is \$7.95.

The Collis Co.
Clinton, Iowa



Grass Shear Display

A new assortment of grass shears in three different price ranges is being offered with a special display

and an extra shear free by Seymour Smith & Son.

The assortment, called the No. 77 "Profit Maker Pack", consists of 12 No. 057 special "Ezy Cut" shears that retail for \$1.19 each, 6 No. A57 "Ezy Cut" shears, retail \$1.95 each and 3 No. 277 "World's Finest" shears retail \$2.75 each. There is no charge for one of the 3 No. 277 shears. The total 21 shears cost the dealer \$21.00 and retail at \$34.23. The manufacturer claims the assortment is well-balanced for quick sell out.

The display, which is supplied free, holds one of each of the shears under the captions "Good", "Better" and "Best" to define their different qualities. It is enameled in green and yellow on heavy metal and made to be a permanent display.

Seymour Smith & Son, Inc.
Oakville, Conn.



New 18" Power Mower

A new 18" "Cyclo-Mo" rotary power mower retains all the features of the larger 20" "Cyclo-Mo" machine introduced by Cooper Manufacturing Co. last year. Wheel placement permits the mower and cutting blade to provide close trim without scalping. Adjustable front grass chute de-

livers grass cuttings evenly in the form of a fine mulch, eliminating raking and trimming. Height adjustment from 1½" to 3½" permits the cutting of high grass or weeds.

A four-cycle 1.6. H.P. engine provides the power.

Cooper Manufacturing Co.
Marshalltown, Iowa



TROJAN SAW BLADES

ALL TYPES

Jig, Coping, Jewelers', Fret, Scroll, Hack, Machine

World-famous Trojan Saw Blades. Over 130 different types for every hand and power sawing operation. Unequalled in quality. Teeth are individually filed and precision set. Blades are hardened and oil tempered for a long, sharp life.

Manufacturers of World-Famous Parker Line Tools

PARKER MFG. CO.
Worcester, Mass.



Insist on
TROJAN by name

ONCE USED, NEVER SUBSTITUTED . . .

ROGERS GLUE

The "gorilla grip" of Rogers Glue — a ton of strength in every drop — gives unequalled satisfaction. With Rogers Glue, joints are made really solid . . . repair jobs are firm and lasting. Once used, customers sell themselves on the superior quality of Rogers Glue.

National advertising in such well-read publications as *Popular Science*, *Popular Mechanics*, *Popular Homecraft*, *Science and Mechanics*, *Science Illustrated* and *Home Craftsman* further stimulates new interest in Rogers Glue . . . builds consumer acceptance of this fine product.



3,885 lbs.
Shearing Strength per Square Inch



And to protect your sales, no chain stores, group buyers, or mail order houses handle Rogers Glue. It's sold only to hardware dealers like yourself. This means added profits for you.

Stock Rogers Glue for a lasting glue business. See your jobber today or write directly to . . .

ROGERS
ISINGLASS & GLUE CO.
GLOUCESTER, MASS.

FLEMING'S Wallrite

DECORATED
BUILDING
PAPER



*Cash in
on the
DO-IT-YOURSELF
TREND*

STOCK
Wallrite
DISPLAY
Wallrite

Send Today
for Free
WINDOW
DISPLAY
COLOR
FOLDERS

FLEMING & SONS,
INC.
DALLAS, TEXAS

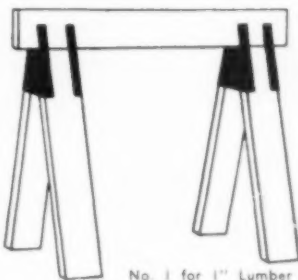
EASY TO MAKE — EASIER TO SELL!

Larson

Make Your Own

**SAW
HORSE
BRACKETS**

2 Styles or Sizes



No. 1 for 1" Lumber
No. 2 for 2" Lumber

Cash in on the already made sales for "Make Your Own" Saw Horse Sets, originated by Chas. O. Larson Co. Home craftsmen will buy several sets.

Attractively packaged and all hardware needed is included for the useful Saw Horse Set, with complete "easy to assemble" instructions.

Each set includes illustrated folder on "How to Use Wood Working Tools" for the amateur.

Sold through recognized distributors and jobbers or write for colorful literature on the Larson "Make Your Own" construction sets.

Also Manufacturers of BRIGHT WIRE GOODS AND DISPLAY HARDWARE

CHAS. O. LARSON CO.
STERLING • ILLINOIS

WRIGHT



**HEXAGONAL
NETTING . .**

high standard of
the industry . .
evenly woven . .
perfectly straight
selvage . . heavily
galvanized with
gleaming finish.
This popular prod-
uct is readily iden-
tified by the fa-
mous colorful
rooster label.

G.F. WRIGHT STEEL &
WIRE CO.
WORCESTER • MASS.

D. C. HORNIBROOK
E. L. HORNIBROOK
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LAWRENCE J. BALDWIN & SON
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Meet
**LUCKY
BUNNY
Junior!**

**Newest, hottest, most irresistible
Spin and Fly fishing lure!**

• Spin fishermen are raving about this new lure. Not only an omen of good luck —because like its father it's made from a real rabbit's foot— but its life-like appearance and fish-luring tactics make this a *must* for every tackle box... And we're going to tell every fisherman about it by advertising in many men's and outdoor magazines. That's a lot of Spin and Fly enthusiasts.

YOUR SALES WILL ZOOM with **LUCKY BUNNY** lures!
Order from your jobber today and get your stock in early

Tenite head in flashing red, green, yellow

BAIT CASTING • ½ oz. • \$1.35 each • \$16.20 dozen

FLY & SPIN • ¼ oz. • \$1.25 each • \$15.00 dozen

LUCKY BUNNY BAIT COMPANY

3256 West North Avenue • Chicago 47, Illinois

Fishing Guide

A free map and guide for Florida salt water fishing is now available for distribution to fishermen and fishing tackle dealers, according to John D. Keith, sales manager of the Ocean City Manufacturing Co.

The guide is published by the Railroad Fishing Promotion Agency in conjunction with the Montague Rod & Reel Co., and the Ocean City Manufacturing Co. It is an addition to a series of fishing guides already published, featuring salt water for Connecticut, Long Island and New Jersey.

A feature of the guide is a chart that lists suggested tackle—hook, line, rod, and bait—to use in catching any of 24 species of Florida coastal fish.

Ocean City Mfg. Co.
"A" and Somerset Sts.
Philadelphia 34, Pa.

Your best seller...

Super U S HEXLOK

POULTRY NETTING

with the **red,
white & blue**

COLOR STRIPE

ATTRACTIVE DISPLAYS are easier and more effective! SUPER U S HEXLOK is stronger, more rigid with the Lock-Twist weave. It lays flat, stretches easier and better, lasts for years! GALVANIZED before and after weaving in 1" and 2" mesh No. 20 wire. Compact, even-end rolls in all standard widths each contain 150 linear feet. Ask your jobber!

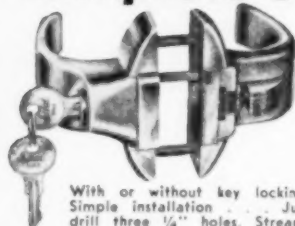
MFD. EXCLUSIVELY BY

INDIANA Steel & Wire Co., Muncie, Indiana



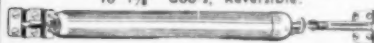
**Sell one —
or a complete set**

*Idealox and
Idealatches*



With or without key locking. Simple installation. Just drill three 1/4" holes. Streamlined beauty. Adjustable for 1/4" to 1 1/2" doors. Reversible.

*Ideal
Closer*



Lubricated for long life. Simple application. Enclosed Shock absorber spring. Hold-open feature. Display models available with each half-dozen.

*Ideal
Hinges*



Plated or Stainless Steel and Brass Metal.

For SCREEN DOORS

Write for full description, price and delivery on these and other items.

Ideal

IDEAL BRASS WORKS, Inc.

250 East 5th St.

St. Paul 1, Minn.

**MARSHALLTOWN
TROWELS**

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA

Shepa
BELT DRESSING

Contains Mutton Tallow
Stop V-Belt Squeaking, Slipping

Shepa
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NEATSFOOT OIL

CONTAINS AND PRESERVES LEATHER
NEATSLENE CO.

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CONTAINS LATEX

Shepa
LIQUID BELT DRESSING

Cutting Oil

Shepa
Sulphurized and Prime Lard Homogenized

Shepa
Canva-Lastic

Waterproofing for canvas awnings, tents, tarps.

Dis'd by white, bdw., mill supply, drug and soldiers houses

SENSATIONAL
NEW LOW PRICED CHAIN SAW

SMOOTH

SWIFT

MODEL 30

\$228⁵⁰

16" SIZE
20" SIZE \$235.00 F.O.B. ASHLAND

POWERFUL

"HOTTEST ITEM IN THE CHAIN SAW FIELD."

LOMBARD 6 Main St., Ashland, Mass.

Southern FARM EQUIPMENT

JANUARY, 1954

Section of SOUTHERN HARDWARE

806 Peachtree St., N.E.
Atlanta 5, Ga.

STAKE YOUR '54 PROFITS ON THESE NEW MACHINES



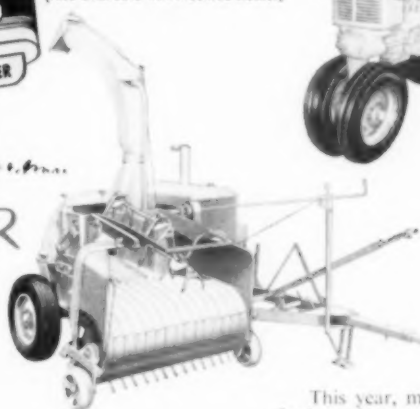
model
ZB tractor
(Also available with Mounted Huskor)



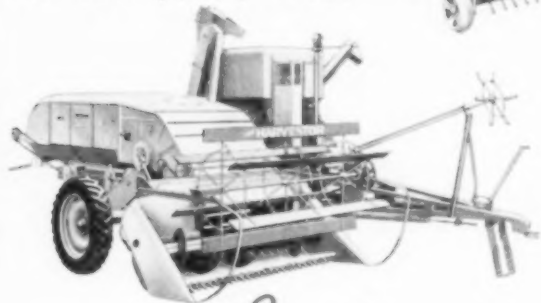
model
UB tractor
(Shown with new Mounted Huskor)



the FORAGOR



the '88' Harvester



**SELL THE FARMER
WITH HIS OWN COST FIGURES!**

This year, more than ever before, profit-wise farmers will be on the lookout for new ways to cut production costs. When you're selling MM Modern Machines, lower costs are right up your alley! Here's just one example: The farmer who buys the MM Uni-Farmor with four crop harvesting attachments gets self-propelled harvesting in every crop for \$1500 less than the cost of the tractor and pull-behind machines he'd need to do the same job. Savings like that sell the cost-conscious farmer as nothing else could!

BOOST YOUR PROFITS BY SELLING PROFITS!

When you sell MM machines, you make money by helping your customers make money. You increase your present and future sales by helping your farmer-customer keep his buying power high. That's why every MM machine you sell helps you sell again. You boost your profits by selling profits.

UNI-FARMOR



UNI-TRACTOR

+



UNI-PICKER SHELTER

+



UNI-HUSKOR

+



UNI-FORAGER

+



UNI-HARVESTOR

MINNEAPOLIS-MOLINE

MINNEAPOLIS 1,
MINNESOTA

NEW...for Farmers Who Like a Low Tractor...



An Easy Step...
That Puts YOU in the Driver's Seat



Some like to ride high . . . others like a tractor low, easier to get on and off. Either way, Case dealers have what the farmer wants. The new "low-seater" in the 2-plow "VA" Series has low platform . . . easy entrance from the side . . . the all-day riding comfort of Bodyguard[®] seat with torsional rubber springs. It has all this, and full crop clearance, too, for cultivators mounted either up-front or behind. It has Eagle Hitch, the one-minute hook-up that has been the "exclusive" of Case dealers, the envy of others. With choice of adjustable front axle or dual front wheels, upright or tail-pipe exhaust, this new low-seater fits most any farm, meets most any fancy. Along with two dozen other tractor models it puts the Case dealer "in the driver's seat." J. I. Case Co., Racine, Wis.



R. E. Norman, left, assembles company personnel for special meeting to discuss operational problem that has arisen. Employee ideas and suggestions receive careful consideration

Profits Go Up

when employees are partners

COOPERATION BETWEEN management and employees is no problem for owners of the Des Arc Implement Co., located in the Arkansas city of the same name. Employees, in fact, are invited to participate actively in normal "management" functions. As a direct result, employee interest in the progress of the business has been sharpened notably, operational efficiency in the various departments has increased, and service to customers is maintained constantly on a high level.

Owners of the business believe that the plan has helped the company hold its customers in the face of strong competition.

R. E. Norman, a co-owner and manager, who formerly served as sales manager, believes that a dealer's individual service is the one phase of the business in which he can be completely different from other dealers. The program which he put into effect is designed, ultimately, to guarantee that customers do get satisfactory service.

When he became manager of the business last year, Norman set up a program that gives every employee a voice in important matters of operation. Consequently, every employee now does his best to serve the customer and increase efficiency within the organization.



Norman, right, and Monte Mayfield, parts manager, scan job sheets daily. Information given on job sheet indicates quality of work individual mechanic is doing. This helps Norman determine rate of pay for employee

Having learned as sales manager that good food peps up a group, Norman initiated monthly dinner meetings which are held in the store. These meetings have developed into enthusiastic roundtable discussions which, in turn,

have led to some important improvements.

Meetings are planned several days in advance so that individual schedules may be adjusted. A local restaurant provides the food and

(Continued on page 110)



Old Barter System--

It's still effective in stimulating sales

TRADING IS NOT a lost art, at least not for M. B. Dunn, owner of Dunn Truck and Tractor Co., LaGrange, Georgia, who is using a selling method as old as time itself to move his equipment. It has proven so successful that he is a recognized leader in the field in this area, with gross sales for 1952 closely approximating the \$300,000 mark.

"There is nothing fancy about my method," Dunn points out. Folks began trading for articles they wanted long before our country existed. I just make use of the old barter system to stimulate sales."

Dunn, a farmer himself, knows that there are many items on farms for which the farmer no longer has a use. For example, there are many pieces of scrap-

By C. L. Lorentzson

iron lying around gathering rust—old harrows, plows, and automobiles. Then, too, there is used equipment of all types and other

such items. These articles are assigned a value, and the farmer is sold on the idea of receiving credit for them as down payment on a new tractor or implement. The old scrap or other material is then picked up and resold for the value it may bring. From this sale, the

M. B. Dunn points to old automobile received in trade for piece of new farm equipment. Willingness to barter helped company gross \$300,000 in 1952. Right, Prentice Threadgill, assistant manager, works out trade with a customer. Company seldom takes loss on the variety of trade-ins accepted



"Calling Truck No. 3..."



"See Bill Jones, he's ready to start his new McCormick® No. 45 Baler!"

Roland Gremillion, manager, Gremillion Bros., IH dealership at Cottonport, La., knows the value of prompt customer service in operating a successful retail business. He uses two-way radio as one of his aids in *successful, efficient management*.

"With two-way radio, I know what's going on in our business all the time," he says. "I can be in touch *instantly* with any one of our three radio-equipped sales and service trucks out in the country, either from my office or my car."

"Two-way radio saves time, makes our salesmen's and servicemen's time more valuable. Our men can make more calls, close more deals, and serve more customers every day."



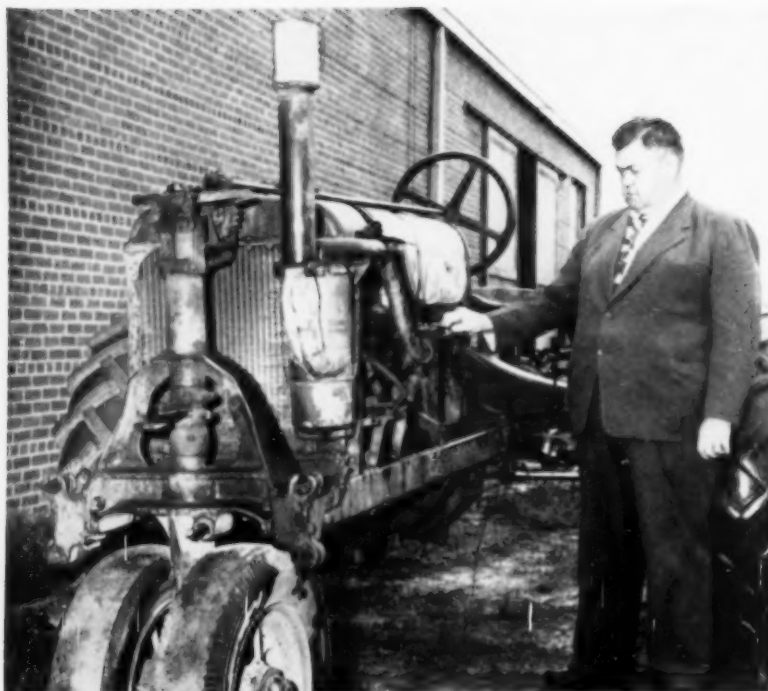
Here's how Gremillion's hold a three-way conference. Vernon Manuel, serviceman, stops to check the operation of Alfred Riche's McCormick cotton picker. He calls office to report operation OK, then picks up Roland Gremillion's call to stop by Bill Jones' place to check on the operation of his new No. 45 baler. And so it goes, throughout the day . . . service to customers . . . service to agriculture paying off in good will and increased sales.

Keeping in touch—between the office and the territory—and "knowing what's going on all the time" are key factors in Gremillion Bros.' management of their operation. Like so many successful IH dealerships from coast to coast, Gremillion's believe that dealers who serve agriculture best are the ones who profit most. Through the broad IH line, IH dealers everywhere are in an enviable position to enjoy the rewards of helping to develop a stronger, more prosperous agriculture.



INTERNATIONAL HARVESTER

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Crawler Tractors and Power Units . . . Refrigerators and Freezers—General Office, Chicago 1, Illinois



Dunn stands by old model tractor recently accepted in trade. He feels that intelligent trading closes many sales firm would otherwise lose

normal profit on the new equipment is usually realized.

However, Dunn does not stop with old or obsolete equipment. He trades for cattle, hogs, horses, mules, corn, cotton — anything which the farmer owns which later can be re-sold.

On the surface, it would appear that a person would lose money by tying up his profit in old equipment or live stock. "Not on your life!" Dunn exclaims. "You take a look around this plant. There is somebody who wants to buy every item you can lay your eyes on—that ½-ton truck, that implement, even the chair in which you are sitting. Of course, you do not know who that buyer is, and you have to go out and find him, but I've found that with little extra effort I can easily unload every piece of equipment that I pick up."

It seems that there is more truth than fiction in Dunn's reasoning. Three years ago, he allowed a man \$50.00 on a World War I horse-drawn ambulance and later re-sold it to a boy's ranch near Warm Springs, Ga., for the money he had in it. Another time, a woman was granted an allowance on an old harrow lying in the weeds as credit on a new one. The new piece of equipment was delivered, and the old harrow was trans-

ported back to the plant where it was sold before it was removed from the truck.

These examples of quick resales represent items of an unusual nature. Most of the time, the equipment is readily usable or has an immediate value. For example, last year a new tractor with accessories was delivered to a farmer who received credit for eleven cows, a mule, and an old G. I. truck body. The livestock were kept on Dunn's own farm until buyers appeared to purchase them. The truck body was sold for scrap.

It is interesting to note that none of the 30 horses and mules which were traded last year were sold at a public auction. Everyone of them was bought by a buyer who had heard of Dunn and knew that he often had livestock for sale which he had obtained through his barter system.

Usually, the credit given runs close to 20 percent of the sale price of the piece of equipment sold. This represents, in many cases, the entire profit in the sale.

"It's good business to trade, even though you don't realize an immediate profit from the exchange," Dunn says. "Recently, a local business man sold his farm in order to devote more of his time to his growing business in town. He approached me with a long list

of items and equipment he had on the farm and asked me if I wanted to buy some of them. Those items were valued at roughly \$1700.00. I thought it over and told him that I would take the entire list and give him full credit on my books toward the purchase price of two new trucks. I pointed out that he needed trucks in his business and didn't need the old farm equipment. He closed the deal, and I made a \$3700.00 sale.

Of course, my profits on the sale lay in that old farm equipment. In a few months, I sold every piece of that equipment and made money. However, what was more important, that businessman would not have bought those trucks from me if I hadn't 'traded' him for them."

Dunn freely admits that there are times when he loses money on a trade. He does this willingly because he realizes that he can make up the difference over a period of time through the sale of parts and on labor and maintenance charges. Then, too, the persons with whom he trades pass the word along to others. It is impossible to put a value on this effective "word-of-mouth" advertising.

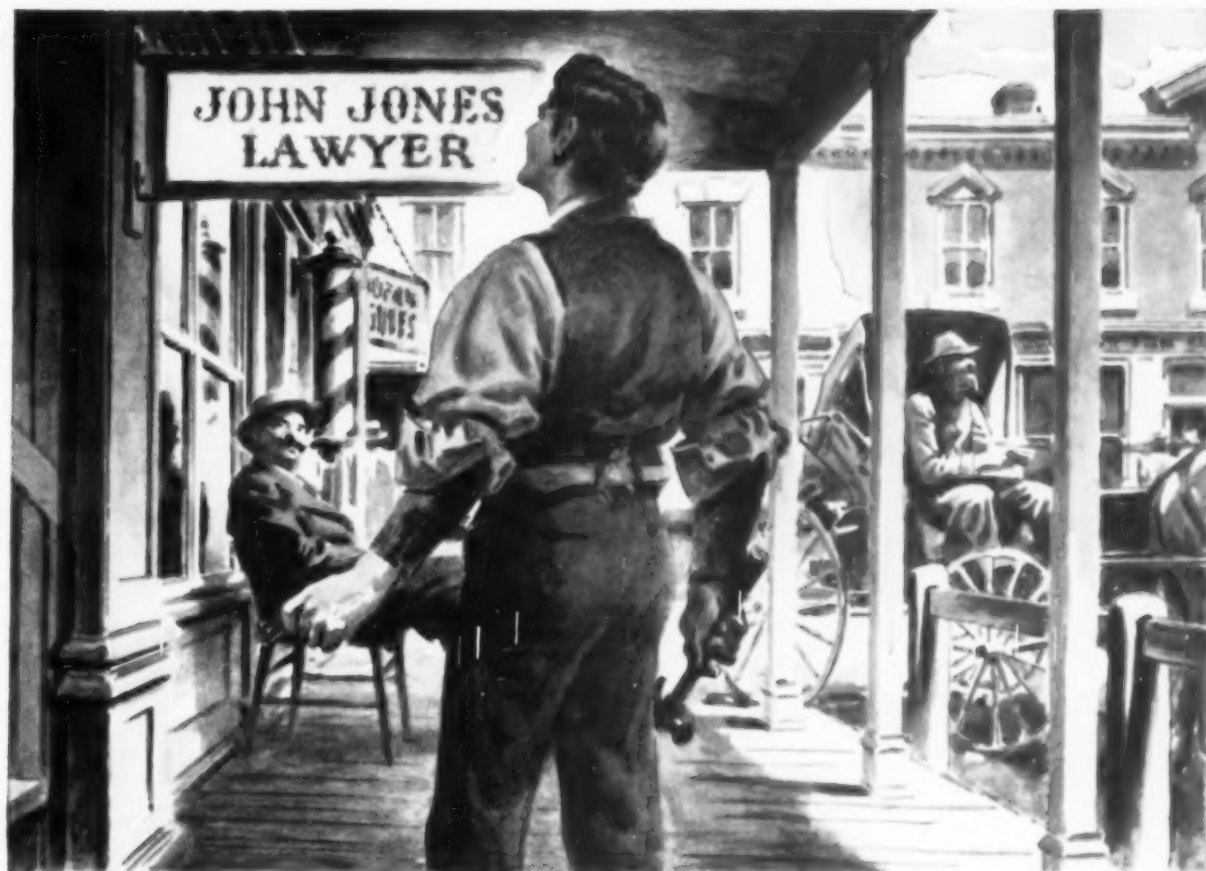
In summing up the reasons why his approach to selling is successful, Dunn says, "Trading is close to a farmer's heart because he often doesn't have the ready cash with which to buy equipment. But he can find something to trade if he owns anything at all. I make it my business to show him our equipment; create in him a desire to own it; and then, find something of value on his farm which he can use for the down payment."

Dayton Pump Names Laseter to Sales Post

BRAND LASETER of Plant City, Florida, has been named district sales representative of the Dayton Pump & Mfg. Co., Dayton, Ohio, according to Gerard J. Carney, general sales manager.

Laseter will cover Florida and a part of Georgia, making his headquarters in Plant City. He will sell the complete Rapidayton line, including water systems, water softeners, cellar drainers, gasoline pumps, and room air conditioning units.

A graduate of Georgia Tech with a major in industrial management, Laseter served for nearly seven years in the Marine Corps.



When a man hangs out his Shingle...

Thousands of them started that way . . . with a hole in the wall and a slab of cedar, hung over the canopied boardwalk.

They were men of every sort, in businesses of every sort. And most of them had some things in common, like vision, initiative, and faith in the future.

But each that lasted had still an extra quality in common with the other—an acute consciousness of the responsibilities he assumed when he went into business.

He knew that the day he "hung out his shingle" he did more than announce a new venture—he announced his willingness to plight his future

with his community and with his neighbors . . . to live with them, to work with them, and to serve them.

Now the signs have changed some. But though neon has supplanted the cedar slab and the modern store front has replaced the canopied boardwalk, the philosophy of the successful remains the same.

It's the philosophy that admits to the responsibilities assumed when a man "hangs out his shingle"—the responsibilities to his neighbors, to his community, and to his country.

It's the philosophy to which the John Deere dealer subscribes.

J O H N D E E R E

Moline  Illinois

D. W. Easom, Sr., right, responds to an emergency request for field service. Here he explains proper operation of harvester to customer. Company has systematic plan for providing dependable field service—day or night



Three-point service program brings

30% Boost in Shop Volume

WITH JUST a little extra effort the average farm equipment dealer can increase his service volume substantially. At least, that is the opinion of D. W. Easom, co-owner of the Easom Implement Co., Columbia, South Carolina, who as a result of emphasis on

By Theron Garvin

those extra services to customers has increased shop volume more than 30 percent.

In other words, in any sales transaction—where all other elements are equal—the dealer who really serves the customer wins the business.

There is nothing new in this sales approach other than the fact that serving the farmer has become systematized in this company.

As machinery and equipment became more plentiful and as competition became increasingly strong, the owners of this company looked for that extra "something" that would serve as an inducement for farmers to buy their new equipment from the company and rely upon it for their service requirements.

Eventually the company set up a service plan which insured the dependability that all farmers like and which some farmers insist upon.

First, the company will make service calls at any hour of the day or night. This is a routine offer made by many dealers, the

difference being that in this company such service is systematized.

Since many farmers work both day and night during planting and harvesting seasons, they are given the home telephone number of Mr. Easom. When a request for service is received Easom takes down the information and calls one of the mechanics. It is rare for more than one service call to be received during any one night, so each of the three mechanics stand-by for calls every third night. Where a mechanic scheduled for standby duty has other plans, the parts manager, also a trained mechanic, makes the night calls. As a further service to customers, the company makes no additional charge for these night calls.

As a second part of this service plan, the company automatically sends a mechanic out to the farm to set up any large piece of machinery or equipment. For example, if a customer purchases a harvester, a mechanic not only will set up the machine properly but will remain on the farm instructing the farmer in the proper use of the equipment until it is ap-



Company bookkeeper is familiar with parts department and often fills orders when parts man is out on service call. Often all seven male employees are out in field making service calls

"Wait 'til you see NEW HOLLAND!"

"Take it from us, the regional managers, New Holland's '54 line of grassland machinery packs the solidest sales punch we've ever seen in any line.

"New machines? Yes. Improvements on existing models? Certainly. And you can bet that these machines and improvements will be right down the alley for farmers who want to push down production costs and increase yields at the same time. After all, New Holland has been in the grassland business right from

the start. And the fastest selling balers in the country are New Hollands.

"Are New Holland dealers proud of the title 'First in Grassland Farming'? Naturally . . . and each year this pride is renewed by their customers' appreciation for the improved quality of beef and dairy products in which they had a part.

"Great machines, plus the greater farm reputation these machines have fostered, have earned authorized New Holland dealers the right to 1954's promise of greater profits."



Regional Sales Manager, Brantford, Ontario



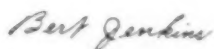
Regional Sales Manager, Minneapolis, Minn.



Regional Sales Manager, Kansas City, Kan.



Regional Sales Manager, Denver, Colorado



Regional Sales Manager, Nashville, Tenn.



Regional Sales Manager, Lockport, Ill.



Regional Sales Manager, Columbus, Ohio



Regional Sales Manager, Charlotte, N. C.



Regional Sales Manager, Des Moines, Iowa



Regional Sales Manager, Syracuse, N. Y.



Regional Sales Manager, New Holland, Pa.

your poultry supply sales will
ZOOM

KEYSTONE STEEL & WIRE COMPANY

...because **KEYSTONE'S**
1954 PROMOTION
HELPS MOVE
54 ITEMS

There's a big year ahead for poultry growers

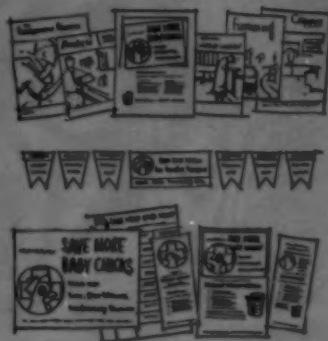


EGG PRICES are high. Demand is growing steadily. People eat more poultry every year. Hatcheries are ready for the biggest year in history. No wonder there's so much business in Poultry Supplies. Government reports show that 84% of all farmers raise poultry. They're good prospects for you.

And spring is the time to push for sales. Just look at all the items you can sell... brooders; beak trimmers; coops; disinfectants; fans; feeders; feed scoops; feed supplements; fence; fly bait, electrocuters and sprays; fountains; germicidal and heat lamps. Actually, there are 54 items you can sell.

Your opportunity is to be local headquarters for poultry supplies. That is what Keystone will help its dealers do... to move *all* your poultry supplies.

And Keystone is going all out for its dealers



Yes, and here's how. In leading farm and poultry magazines we're telling poultrymen to go to their Keystone dealers for better values in *poultry supplies*. We're taking the story to millions of families. Many of them can be your customers.

We're giving Keystone dealers sales building tie-ins... window posters... strings of colorful pennants... ad mats and point-of-sale displays.

It's all included in a complete merchandising package. All we ask is that you stock and display Keystone Poultry Netting. If you get the poultrymen's business, we know our sales will boom along with yours. For full details, call your Keystone jobber or write direct.

Keystone Poultry Netting
by the Makers of Red Brand Fence

Red Brand Fence • Non-Climbable Fence • Ornamental Fence
 Red Top Posts • Keymesh • Keybead • Keycorner • Gates • Nails



PEORIA 7, ILLINOIS



As an additional service company encourages customers with equipment to sell to use its display lot. At no obligation to customers, company will make effort to sell equipment for them

parent that the customer can operate it successfully.

"We try to allot at least three or four hours to each farmer on every major sale," Easom explained. "Often, we have a farmer who wants to try out a piece of our equipment along with several other brands in order to compare the results. Many of them have told us that our mechanics' willingness to stay for many hours to assure proper operation of the equipment made them decide to buy our equipment."

The company has devoted the entire front display area to used equipment. As an additional service, customers are invited to bring in any item they would like to sell and display it on the lot. A large blackboard is located in the display room and farmers are invited to list items they have for sale. This also works to the advantage of the company, for often when customers sell some item they use the money to purchase some type of equipment from the company.

"To better serve our customers, we try to persuade them not to bring their equipment to the shop for repairs during the busy season if it can possibly wait," Easom said. "Almost every day, without fail, we have all three mechanics and the parts manager out on calls and there is no one left in the shop. Both my son, D. W. Easom, Jr., and myself make service calls when none of the mechanics are available. We find that customers really appreciate our desire to repair their equipment on the spot, and we find also that we can serve more customers faster and better in the field."

As a gesture of appreciation, the

company gives a picnic once a year and invites all customers within the trade territory. There are no demonstrations or sales talks. The picnic is given during the month of July when the farmer has a breathing spell prior to harvest time. This annual event, which the company also considers an important part of its service program, has been an important means of further cementing friendly relations with customers.

During the winter months whenever there is a temporary slump in the service shop, the company offers to check any type of farm equipment for needed repairs free of charge. This free service is promoted through radio and newspaper advertising and brings in sufficient new business to keep the shop busy until the planting season begins.

"The time of shortages is definitely over and a dealer must give his customers something extra if his business is to continue to grow," Easom said. "We have found that these extra services cost very little to provide, but can make a big difference in winning new business and insuring future business."

Distribution of Fordson Diesel Tractor Expanded

AN EXPANDED distribution program for the English-made Fordson Major Diesel farm tractor to include 15 states in the Midwest and Midsouth is announced by O. L. Wigton, general sales manager,

Ford Tractor Division, Ford Motor Co.

Originally introduced in September through Ford tractor dealers in ten Southwest and Western states, the Fordson Diesel has been so well received by farmers in those areas that the distribution area is being expanded, Mr. Wigton said. The tractor, made by Ford Motor Company, Ltd., of England, now will be available to farmers in the entire area west of the Mississippi River plus Michigan, Wisconsin, Illinois, Indiana, Ohio and part of Mississippi.

Bon D. Grussing Resigns F. E. I. Advisory Post

BON D. GRUSSING, advertising, sales promotion, and public relations manager of the Minneapolis-Moline Co., has submitted his resignation as chairman of the advisory council of the Farm Equipment Institute.

He has served in this capacity since 1946.

During the seven years he was chairman, several educational projects, such as the preparation and distribution of the F. E. I. publication *Land of Plenty*, and other progressive public relations projects were initiated and carried out under his direction.

Grussing expressed sincere appreciation to the members of the group for the cooperation he had received, but said he felt it was time to pass the responsibilities of chairmanship along to others. He will continue as an active member of the advisory council and the F. E. I.



Left, John Deere tractor equipped with new No. 800 Hitch pulls No. 813 Three-Bottom Truss-Frame Plow, one of the various "pick up and go" implements designed especially for use with the new three-point hitch. New hitch is for tractor models "50," "60," and "70." A three-point hitch for John Deere "40" series was introduced in 1952.

Deere's New 3-Point Hitch

THE NEW JOHN DEERE No. 800 Three-Point Hitch, and a large number of matched implements have been developed and are now in production for use with John Deere Models "50," "60," and "70" tractors. According to the company announcement, this new hitch brings all the advantages of "pick up and go" farming to owners of these larger general-purpose tractors. A three-point hitch for John Deere "40" series tractors was introduced in 1952.

Interchangeable on models "50," "60," and "70" tractors, the new No. 800 Hitch weighs approximately 180 pounds. It uses the tractor's hydraulic power not only to raise implements at row ends and for high-clearance transport, but to permit attaching the heaviest implement quickly and without straining or the use of tools.

Implements designed for use with the No. 800 Hitch fall into two general groups—those using the separate implement hitch bar, and those with built-in hitch bar or

hitch points for attaching the lower draft links, such as plows.

The separate hitch bar couples between the lower draft links, and permits the operator to hook up or detach many implements without leaving the tractor seat.

Implements having the built-in hitch bar or hitch points are hooked up from the ground. However, the company points out that

this is a simple operation requiring no more than two or three minutes. There is no need for exact positioning of the trailing implement for telescoping rims of the lower draft links of the hitch compensate for implements which are not exactly "square" to the tractor when they are being attached.

No. 800 Hitch can be left on the
(Continued on page 112)



New hitch uses tractor's hydraulic power for raising implements. With new hitch some implements can be attached or detached without leaving tractor seat.



Company's 44 Special tractor has 277-cubic-inch engine, develops 45.85 drawbar horsepower, 50.29 belt horsepower. Tractor has Two-Way Follow-Up hydraulic system for control of tools

Left, below: The 1-2 plow Pacer tractor has 20-1/2 inches of clearance to give ample room for row crop work. Front tread adjusts from 41 to 68 inches. 91-cubic-inch engine develops 16 horsepower on the drawbar, 18 horsepower on the belt

Massey - Harris Announces '54 Line

THE DEVELOPMENT of 22 new machines and implements for 1954 has been announced by The Massey-Harris Co. of Racine, Wisconsin.

Among the new Massey-Harris

machines are the Self-Propelled 90 and 80 Special Combines, featuring 61 sealed bearings which, the company states, cut greasing time to just 20 minutes a day, Constant Power Steering, Dyna-Air Chaff

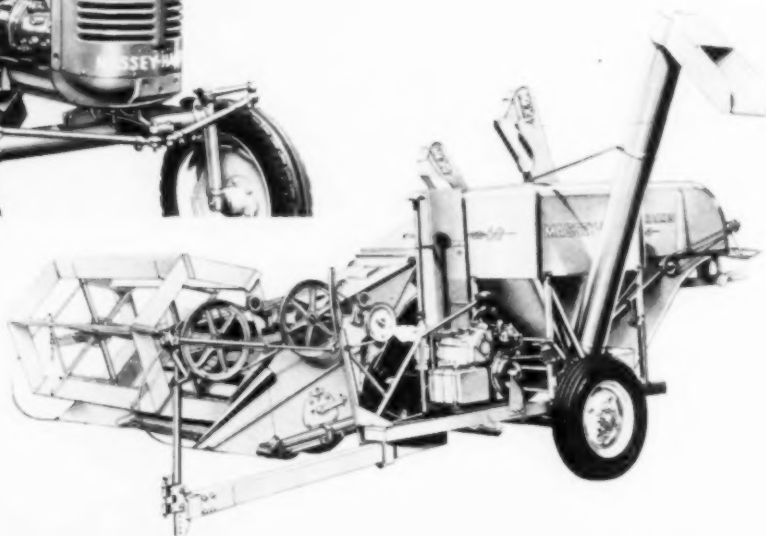
Control—a new shaker shoe design which puts more and cleaner grain in the tank, enclosed brakes and 41 other important features. Both new combines are available in rice models, according to the announcement.

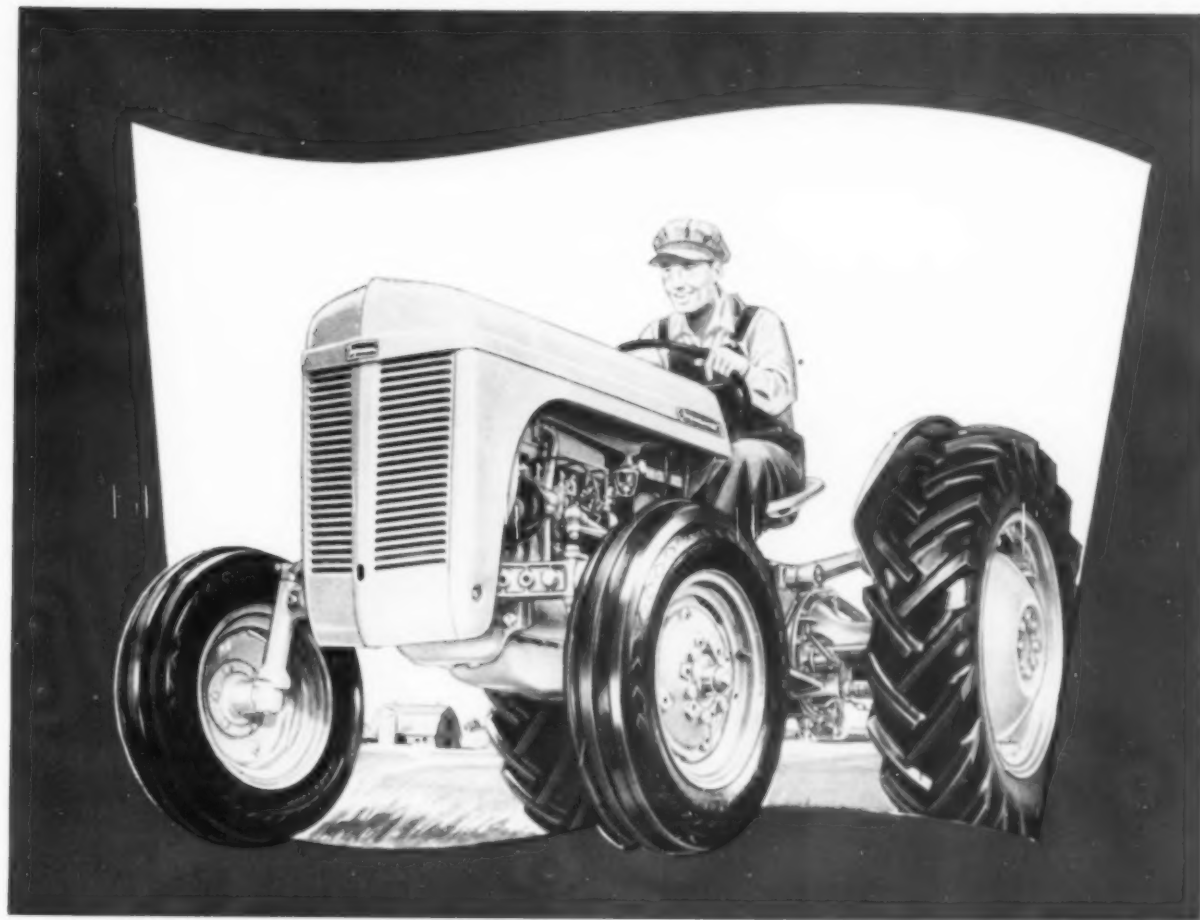
Three new 60 Series combines, available in 10-foot self-propelled and 7-foot pull-type models, with the same big capacity features as the larger self-propelleds also were announced. All 60 Combine models contain 56 "sealed-for-life" bearings, said to assure longer combine life, lower cost operation

(Continued on page 113)



New 60 Pull-Type Combine is available in engine-driven or power take-off models. It features 7-foot table which adjusts from three inches to 28-inch straight through design, and a 25-bushel grain tank





You'll see more and more of **FERGUSON!**

Here are the straight facts: Production of Ferguson Tractors and Ferguson System Implements is moving ahead! The compact, powerful tractor behind the famous Ferguson name plate will continue to earn an important place on an ever-increasing number of farms.

And you'll be seeing "Ferguson" on a bigger, more complete line of Ferguson System Implements—every one of them expressly designed for use with Ferguson Tractors . . . past, present and future.

The same men who first developed the famous

Ferguson System are now perfecting still newer and even more revolutionary Ferguson farm equipment.

Find out how YOU can profit—with FERGUSON!

A few choice Ferguson Franchise opportunities are open! If you are a farm equipment dealer with financial stability and a record of sales leadership . . . and if you are located where a Ferguson Franchise would be good for you and for us . . . *we want to hear from you now!* Write or wire directly to:



Harry Ferguson, Inc. • Racine, Wisconsin



New officers of the Georgia Farm Equipment Association are, front row, left to right: C. C. Giddens, director; Joe F. Pruett, secretary-treasurer; Alvin C. Wight, president; and directors George F. Nunn and W. L. Holbrook. Back row: W. C. Holman, A. P. McKinley, Candler Jones, L. H. McCauley, J. H. Beasley and J. D. Cruce, all directors.

Georgia Convention

ATTENDANCE REACHED a record high as members of the Georgia Farm Equipment Association met

in Atlanta, Ga., December 7-8 for their tenth annual convention.

Despite lower cash farm income

and the accompanying decline in sales of farm equipment there was little undue pessimism. Delegates acknowledged the need for more aggressive salesmanship and a tighter control over business costs. The outgoing president, M. A. Nuckols, urged members of the association to set their houses in order for the long pull ahead.

Harkness Speaks

The program of speakers, perhaps the association's best, featured an address by Richard Harkness, noted radio commentator. Mr. Harkness commented on recent disclosures of Red espionage activities within the Government during the past war. He termed these activities an "open secret" around Washington and said that despite warnings by the FBI the administration failed to act. Of the more than 30 known enemy agents only two have so far been convicted, he pointed out. Mr. Harkness described plans of the Department of Justice which if passed by Congress, would make it impossible for communists to find protection under the Fifth Amendment.

Other speakers on the opening day program included T. M. Cordell, Dean, Abraham Baldwin Agricultural College, Tifton, Ga., who described a course now available to students interested in entering the retail farm equipment business.

Speakers on the second day's program included C. E. Diller, president of the national association; George A. Bowie, Firestone Tire and Rubber Co.; and Merrill D. Graham, sales counselor from Concord, Mich.

Following a manufacturers' luncheon for dealers on December 7, delegates made a tour of Atlantic Steel Co.'s new plant.

The association luncheon on December 8 featured an address by Gary S. Cutini, Director of Training, Life Insurance Co. of Georgia.

New Officers

Alvin Wight, Cairo, was elected new president of the association. Serving with him will be George F. Nunn, Perry, who was named vice president. Joe F. Pruett was re-elected secretary-treasurer.

New directors are: C. C. Giddens, Jr., Adel; W. L. Holbrook, Atlanta; J. D. Cruce, Swainsboro; and J. H. Beasley, Lavonia.

MR. DEALER we want YOU to Distribute The SOUTHLAND Implement Line

3-POINT MOUNTED SPRING - SPIKE & DISC HARROWS
MOLBOARD - DISC and WHEATLAND PLOWS

1 - 2 & 4 ROW SPRING OR TRIP SHANK CULTIVATORS

NO MIDDLEMAN, Here's YOUR Chance To Receive

DISTRIBUTOR DISCOUNT

Exclusive Only One Dealer Distributor To An Area
YOU NAME YOUR OWN PROTECTED TERRITORY

This is your opportunity to make 1954 your Best and Biggest Year,
while sales volume is dropping for other dealers.

ALL SOUTHLAND Implements are fully adjustable.
All our harrows are made to float with the ground contour.

SOUTHLAND is the only low priced line having all the best operating
features, plus greater strength and longer life.

UNCONDITIONALLY GUARANTEED against wear or breakage from any
normal operating hazard for six (6) months after retail sale.

SOUTHLAND IMPLEMENT CO.

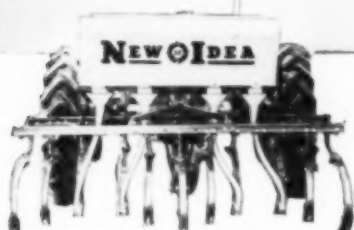
709 9th Street North, Birmingham, Alabama
Birmingham 9. Alabama

NEW IDEA

fertilizer spreaders offer *Guaranteed Performance*



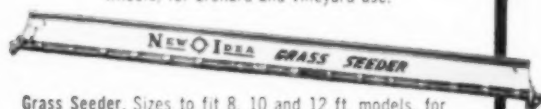
Model EW "55." For small farms and hard to get into places.



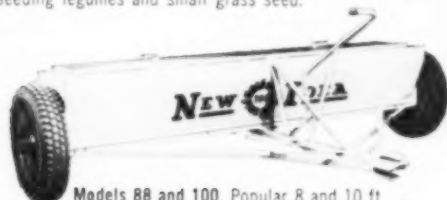
Model SD 50A. Rear mounted broadcast and side dressing units for Ford and Ferguson tractors.



Models 55 and 66. Five and six ft. wide, with rear-mounted wheels, for orchard and vineyard use.



Grass Seeder. Sizes to fit 8, 10 and 12 ft. models, for seeding legumes and small grass seed.



Models 88 and 100. Popular 8 and 10 ft. models for use on most farms.

Guarantee of Performance
New Idea will spread ANY fertilizer, in ANY condition, in ANY** amount . . . uniformly and accurately . . . without clogging . . . or money back.
**10 to 5,000 lbs. per acre.



\$ Saves Fertilizer Dollars

...for your customers!

Guaranteed performance and bigger crops . . . that's what New IDEA fertilizer spreaders offer your customers. And, with the cost of producing crops increasing and net farm income decreasing, this becomes doubly important to every farmer. For each dollar they invest, properly applied fertilizer can increase the value of their yield from four to eleven dollars—depending on the type of crop planted. NEW IDEA spreaders guarantee the accuracy and efficiency necessary for maximum profits—they will do numerous other sowing and spreading jobs, too.

Show your customers how they can get the most out of the fertilizer dollars they spend . . . one demonstration will convince them. Yes, it's easy and profitable to sell popular New IDEA fertilizer spreaders.

NEW IDEA
FARM EQUIPMENT COMPANY
AVCO
Division of Avco Corporation
COLDWATER, OHIO, U. S. A.



Patented Agitator

Positive camming action grinds, mixes, levels, and forces material evenly out of port openings—eliminates clogging and uneven distribution



Model 120. 12 ft. model for use on large farms.

Better Equipment for MORE PROFITABLE farming . . . that's why NEW IDEA is a good idea for you!



New officers of the Deep South Farm Equipment Association, from left, are: John J. Crawford, Alexandria, La., secretary; R. I. Pritchard, Jackson, Miss., president; John H. Meyers, Alexandria, national director, A. A. Spurry, Jennings, La., vice-president, and J. H. Neathery, Plaquemine, La., treasurer

Deep South Convention

THE AMERICAN farmer has been able to maintain abundant production despite a constant decrease in available farm labor because of the help of farm equipment dealers, according to Senator Allen J. Ellender of Louisiana.

Senator Ellender made this observation before the 9th annual convention of the Deep South Farm Equipment Association held December 7-9 in New Orleans.

Approximately 300 dealers from Louisiana and Mississippi attended the meeting.

"I am sure that as our Southland grows and prospers, more and more farmers will turn to you for advice," Senator Ellender told the delegates. "They will want to know the advantages and disadvantages of various pieces of farm machinery; they will want help in balancing the investment a particular device involves against the benefits it may achieve."

Dr. Raymond P. Witte, director of evening classes of Loyola University of the South, urged the dealers to help in the move to keep the nation's farm youth from moving to the city. He asked that they slant their advertising to sell the rural areas.

John L. McCaffrey, Chicago,

president of the International Harvester Co., told the association that the development of new industrial methods and techniques in the Deep South since World War II is the miracle of our age.

"No man can estimate what the potential of this area is, nor what the eventual developments in agriculture and industry will be," he stated.

"The New South is the new frontier of America," he said.

Advice on salesmanship was given by I. W. Patterson, Baton Rouge, La., vice-president and general sales manager of the General Gas Corp., who suggested a training program for new salesmen.

Techniques on how to put a sale across should be taught all newcomers to the sales field, he said; especially at the present time, when the field has changed from a buyers' market to a sellers' market.

Other speakers included Jimmie Dillon, Jones, La., immediate past president of the Future Farmers of America and a freshman agriculture student at Louisiana State University, and Elmer A. Hummer, Lakeville, Ind., immediate past president of the National Retail Farm Equipment Association.

Association members elected R. I. Pritchard, Jackson, Miss., their new president. Others elected were A. A. Spurry, Jennings, La., vice-president; J. H. Neathery, Plaquemine, La., treasurer; and John J. Crawford, Alexandria, La., secretary.

Profits Go Up

(Continued from page 95)

handles all the details connected with the monthly dinner.

Manager Norman leads the discussions, but every employee is urged to participate by offering his own opinions and suggestions. From these meetings have emerged several new policies and operational methods which have improved service to the customer and resulted in added profits for the company.

For example, the organization, at one time, followed the local practice of virtually closing shop on Thursday which is the town's afternoon off. At one of the dinner meetings it was decided that company personnel should rotate their off days so that there would always be sufficient personnel on hand to maintain satisfactory service to the customer.

Frequently, the question of new equipment is discussed. If one of the mechanics wants a new machine or tools, all other mechanics must decide that the equipment is needed. The result is that the shop is one of the best equipped in the area, yet all equipment is useful.

Frequently, when Norman wants to talk over a problem with his staff members, he calls a special, unplanned dinner meeting.

Norman points to Monte Mayfield, the company parts manager, as a good example of the results of close cooperation between employees and management. Mayfield started as a mechanic. His job sheets disclosed that he worked swiftly, did not waste material, and never had to do a job over. As a result he received the most coveted reward of the organization—promotion.

The job sheets, which Norman studies carefully each day, guides him in properly compensating his mechanics. Each employee works on an individual basis, known only to the manager. He does not discuss his earnings with other employees. Accordingly, there is no jealousy in the organization, only the desire to win a promotion and earn

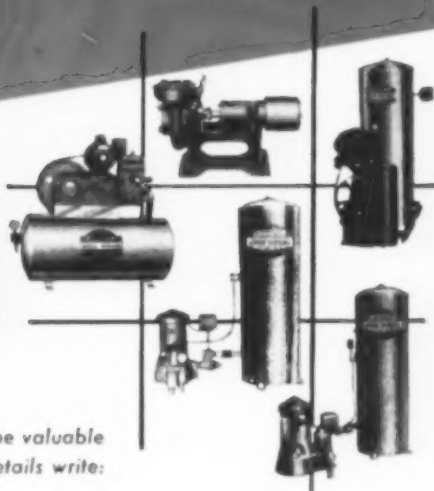
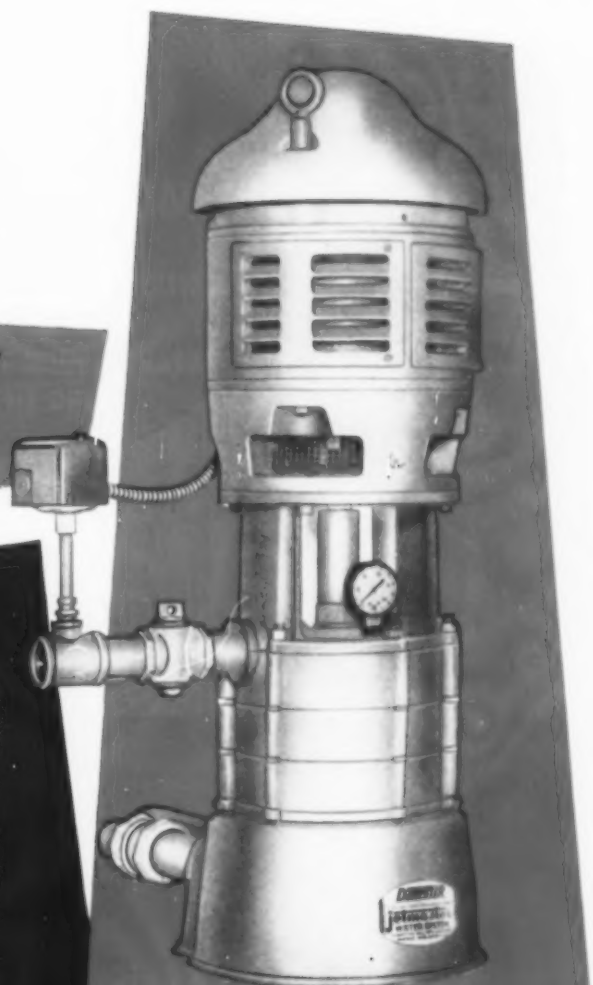
another reason why
you make more profit selling
DEMPSTER WATER SYSTEMS

...NEWEST

Whatever a customer's water supply problem may be, Dempster dealers have the best and latest pump to answer it! In more than 75 years of design and manufacture of farm Water Supply Equipment, Dempster has established a reputation for sound engineering and construction. Excellent examples are these new multi-stage Jetmasters, designed for deep wells down to 350 feet and for shallow-well demand up to 4,000 gallons per hour.

This means more profitable dealerships—with sales at a maximum and service at a minimum and a single line (with many parts interchangeable) to meet every requirement of your customers.

Dempster builds trouble-free performance right into every Dempster water system, with simplified design, tested materials and complete scientific quality control for every step of manufacture in Dempster's own modern plant.



It will pay you to investigate the valuable Dempster franchise. For full details write:

DEMPSTER
WATER SUPPLY EQUIPMENT

DEMPSTER MILL MFG. CO.
BEATRICE, NEBRASKA

Branch warehouses and offices in Omaha, Nebr.; Kansas City, Mo.; Des Moines, Ia.;
Sioux Falls, S. D.; Denver, Colo.; Oklahoma City, Okla.; Amarillo, Tex.;
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CONTINENTAL ENGINES
ARE BACKED BY
GENUINE PARTS AND
AUTHORIZED SERVICE
IN EVERY COMMUNITY



New RED SEAL ..MODEL AU85..

(AIR-COOLED)

**A HUSKY 3 h.p. ENGINE
COMBINING EASY
STARTS, HIGH TORQUE,
LONG LIFE**

**IT'S WISER THAN EVER, TODAY,
TO HANDLE THE MAKES OF
EQUIPMENT THAT FEATURE
CONTINENTAL RED SEAL POWER
• DEPENDABLE SINCE 1902 •**

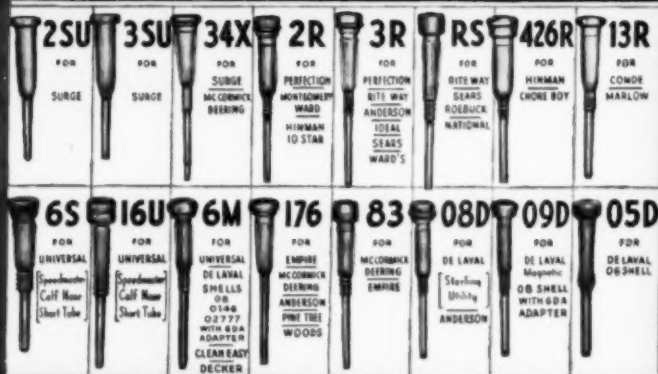
Continental Motors Corporation

AIR-COOLED INDUSTRIAL ENGINE DIVISION

12800 KERCHEVAL AVENUE • DETROIT 14, MICHIGAN



MILKING MACHINE REPLACEMENT PARTS



Get this Display Board FREE!

Sets you up as Rubber Replacement Parts Headquarters for all leading makes of Milking Machines.

Write today for full details.

CROWN DAIRY SUPPLY CO.

327 W. College Avenue,



Waukesha, Wis.

even greater income.

All of the men work on straight salary plus a bonus that is computed from information revealed by the job sheets. Several employees have been with the firm from six to eight years. They are not interested in seeking other employment primarily because they have been made to feel like partners in the business and they know that their interest in the organization will be rewarded.

Parts Manager Mayfield, for example, has placed himself on 24-hour duty for customers who need service. It is his number that customers call at night when there is a need for emergency repairs. In such instances, Mayfield takes one of the company's three fully-equipped service trucks, goes to the rice planter having mechanical difficulties with his equipment, and makes the repairs. Mayfield is particularly fitted for such service as a result of previous training as a mechanic.

These monthly meetings have benefitted employees in other ways. Though Mayfield started as a mechanic, the dinner meetings in which he often has expressed his own ideas, have helped him to talk easily. As a result he has become an accomplished salesman, and volume in the parts department reflects his ability.

These dealers conduct their business in an old building with an old-fashioned front. Inside, the store is neat and appealing to farm customers. Good display takes the place of fancy fixtures. Why doesn't this prosperous business build a new store or at least modernize the front?

That question has been discussed thoroughly at a number of monthly meetings and the consensus of opinion is that, "We don't need a new building now. We just need to keep on giving the customer the best service possible. He'll stay with us."

Deere's New 3-Point Hitch

(Continued from page 105)

tractor for most other farm jobs. It doesn't interfere with using tractor-drawn implements, although some of its parts may need to be removed when certain tractor mounted implements such as integral corn pickers are used.

L. M. Sweeney Named New F. E. I. Chairman

AT THE ANNUAL fall meeting of the Farm Equipment Institute, held recently in Chicago, L. M. Sweeney, vice-president in charge of sales of The Massey-Harris Co., was appointed chairman of the Power Machinery department of the group. His association with the farm equipment business dates back 35 years, when during his youth in his father's store at Belvidere, Illinois, he acquired a first hand practical working knowledge of retail farm equipment sales and merchandising. He joined Massey-Harris in the early 1920's.



L. M. Sweeney

The purpose of the institute is to discuss problems that face the agricultural industry as a whole. Principal topic discussed at the annual meeting was the status of the farm equipment industry and its outlook for 1954. The consensus of opinion regarding the situation was that outstanding "old-fashioned salesmanship" on the part of dealers could cure the industry's "ailments."

Massey-Harris Co. Announces '54 Line

(Continued from page 106)

and more time saved in servicing.

In the tractor division, the company's new 3-4 plow 44 Special tractor features a powerful 277-cubic-inch engine that develops 45.85 drawbar horsepower, 50.29 belt horsepower. A new Two-Way Follow-Up hydraulic system gives accurate, fingertip control of

mounted and pull-behind tools. Cast iron wheels give added weight for extra traction. A handy step-plate for easy mounting and front and rear lights are standard equipment. The 44 Special is available in Row Crop, Hi-Arch, Standard and Single Front Wheel styles. Diesel, Distillate and Liquefied Petroleum models have 260-cubic-inch engines.

In the 1-2 plow field, Massey-Harris' new Pacer tractor features a 91-cubic-inch engine which develops an estimated 16 horsepower on the drawbar and an estimated

18 horsepower on the belt. Depthomatic hydraulic system is standard equipment. And a complete line of "matched-to-the-job" tools are available for the Pacer.

Other new Massey-Harris developments for 1954 include a 44 Diesel Cane tractor which has 31-inch ground clearance, a new highway mower, a 3-point hitch mounted plow for the 44 Special, mounted plows for the Colt, Mustang and Pacer tractors, three new harrows, a combination grain and fertilizer drill and two new front end hydraulic loaders.



1954

will be a

BIG YEAR for repairs





HERSCHEL Knives, Sections and related cutting parts are available to fit ALL MAKES of mowers & combines

You can profit by bringing uninterrupted service to ALL your farmer friends and customers. Display and SELL Herschel dependable knives, sections and other repairs. Order now to complete your stock of cutting parts to fit ALL MAKES of mowers and combines — make 1954 YOUR big year for repair business.

● FREE TO DEALERS! Herschel Catalog No. 87 and large Herschel Wall Chart showing parts to fit all makes of power mowers. WRITE:



FACTORY AT PEORIA, ILLINOIS

Branches: Omaha, Nebr.; Minneapolis, Minn.;
Toledo, Ohio; Harrisburg, Pa.; Auburn, N. Y.
DISTRIBUTORS: R. C. Cropper Co., Macon, Ga.
Southern Supply Co., Dallas, Texas

HERSCHEL PARTS

THE FINEST

STEELS

YOU CAN

SELL

ARE MARKED:

Planet Jr.®

There are over 200 specialized shapes and sizes for your customers to choose from. All are "Planetized"—an exclusive hardening and tempering process that results in long wear . . . toughness without brittleness. Write for our special Steels folder.

Finest in the Field

S. L. ALLEN & CO., Inc.

3421 N. 5th St., Phila. 40, Pa.



New officers of the Alabama association, front row, left to right: Mrs. Euna G. Ramsey, secretary-treasurer; R. B. Crain, vice-president; W. R. Taylor, president. Rear: Solon Phillips, Paul Chism, Albert Nettles, and W. F. Meigs, all directors. Not shown are directors Ray Morgan and Charles Rollo

Alabama Convention

MEMBERS of the Alabama Farm Equipment Association, meeting in Birmingham, November 19-20, elected as new president W. R. Taylor, Taylor Tractor and Implement Co., Montgomery. Taylor is the son of the late W. R. Taylor, Sr., founder of the organization.

Walter J. Randolph of Montgomery, president of the Alabama State Farm Bureau, listed these factors as likely to contribute to further good business: continued high level government spending, reduced taxes, growing population, continued supports, more pensions and unemployment insurance, long-term mortgages on home and farm, bank deposit insurance, and absence of speculation.

I. Y. Dean of Eufaula, president of the State Bankers Association, urged a national security built on faith, service, unity and sharing, while Hope White, Alabama Maid of Cotton, told of the economic importance of cotton in Alabama.

P. O. Davis, director of the Alabama Extension Service described how Alabama farm equipment dealers are working with farmers in boosting farm production.

W. Ted Hedden of Huntsville, the retiring association president, urged members to know their

equipment and that of their competitors, to learn the needs of farmers and to improve, repair and maintain service to keep equipment operating.

Other officers elected were: R. B. Crain, Crain Tractor Co., Gadsden, vice-president; Mrs. Ramsey, re-elected secretary-treasurer; and directors: Solon Phillips, Phillips Motor Co., Gurley; Paul Chism, J. D. Pittman Tractor & Implement Co., Tuscaloosa; Albert Nettles, Peterman Agricultural Co., Peterman; W. F. Meigs, Farmers Tractor Co., Selma; Ray Morgan, Robbins Machine & Supply Co., Oneonta; and Chas. Rollo, Montgomery. J. G. (Charlie) Scott of Mobile was elected national director.

Deere Introduces Model "N" Spreader

THE NEW John Deere Model "N" Spreader introduced recently and built especially for the use of large feeders and dairymen has a capacity of 120 bushels, and is equipped with the new PTO drive which operates the beaters and permits spreading in any weather and un-

der any ground conditions.

The ground driven feed conveyor is said to assure a smooth, uniform spread at any tractor speed. The conveyor has five speeds and is controlled by a single lever which is accessible from the tractor seat. (A low-cost power drive attachment for the conveyor is available as extra equipment for farmers who want to haul manure from the barn and pile it in the field in bad weather, as it enables the user to unload while the spreader is standing still, and permits on-the-spot unloading should the tractor become mired.)

The Model "N" is of heavy combination wood-and-steel construction, with wood sides and bottom, heavy frame and hitch, angle iron ribs, armored steel sideflares and archpipe for protecting the sides and beaters from the loader, high-grade roller bearings for beaters and wheels. It has big wheels and tires for good ground flotation.

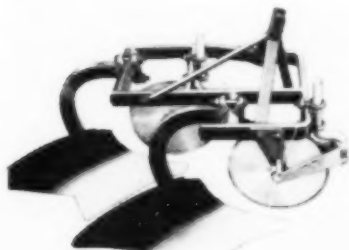
The gears on the new model are steel cut and run in a constant oil bath inside a sealed gear housing, assuring long gear life, and eliminating manual lubrication.

New Two-Bottom Plow Announced by MM

A NEW TWO-BOTTOM plow, for areas relatively free from stones and stumps, has been announced by the Minneapolis-Moline Co.

The new plow, called the GP, has been designed for the firm's three-point hitch, the Hitchor, and other standard three-point hitches. According to company officials, production of this plow is scheduled for January, 1954.

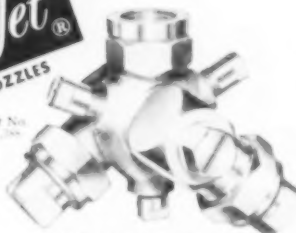
The basic frame of the GP is of welded construction similar to the firm's VP plow, previously announced. Two, 2½-inch tool bars are welded in place, and each plow beam is clamped to the tool bars. Adjustment of the plow beams allows for a 10- to 16-inch width of cut. The GP can be equipped with 12-, 14-, or 16-inch bottoms with 18-inch coulters.



for dependable outstanding performance

SPRAYING SYSTEMS
BoomJet®
SPRAY NOZZLES

Patent No. 2,419,366



Write for Bulletin 66

up to 66 feet wide with one nozzle

Developed and originated by Spraying Systems Co. Made in all brass for broadcast spraying of grains and grasses . . . in all aluminum for liquid fertilizer spraying. Can be set to spray to both sides or one side only.

SPRAYING SYSTEMS
TeeJet®
SPRAY NOZZLES

Patent No. 2,421,075



Write for Bulletin 58

with interchangeable orifice tips

Over 400 interchangeable orifice tips. Selection to meet exactly any requirement in capacity and spray angle. Flat spray tips, hollow cone, full cone and straight stream. Precision machined orifices.

SPRAYING SYSTEMS
GunJet®
SPRAY GUNS

for pressure from 30 to 800 pounds



Write for Bulletin 65

Ruggedly built, heavy-duty guns for orchard, livestock and spot spraying. Adjustable spray. Hardened stainless steel orifice tips. Full range of sizes.

Spraying Systems products are installed as original equipment and supplied as replacement parts by most of America's leading manufacturers of farm spraying equipment. Write for information.

SPRAYING SYSTEMS CO. 3277 Randolph Street
Bellwood • Illinois



New branch building recently opened by J. I. Case Co. in Dallas, Texas.

New Dallas Facilities Opened by J. I. Case

APPROXIMATELY 200 dealers, wives and guests attended and were served a buffet-style lunch at the formal, day-long opening of the new J. I. Case Co., branch building in Dallas, Texas, on December 11.

Fifteen key men from Wisconsin were in attendance, including J. T. Brown, president; L. R. Clausen, chairman of the board; C. G. Pearce, vice president in charge of sales. These and D. E. Adams, Southwestern division manager, addressed the assembled dealers as did F. R. Schultz, former branch manager who retired in October and Jim Cody, the new branch manager. Also present was H. G. Kornwolf of the service and education department of the company.

Long-Time Associate

Cody has been transferred to the Dallas scene from Racine. He has been with Case for 34 years and served as assistant branch manager in Dallas from 1938 to 1941. His assistants are F. W. Richardson and J. L. Schneider.

The Dallas branch of the company, first opened more than 50 years ago, now serves a total of 224 counties and parishes in Texas, Western Louisiana and Southwestern Arkansas. In Texas only the Panhandle territory is not served by the Dallas branch.

Located on a 6.8-acre site four miles from the heart of the Dallas shopping district, the new building is of contemporary design and of concrete reinforced with steel. Exterior walls are of contrasting brick.

The floor plan consists of a one-story section of about 67,000 square feet, housing the warehouse and parts department. The adjoining two-story section, with 5,100 square feet on each floor, contains the administrative offices, display room, meeting room, and a lunch room with an electric kitchenette. All of the offices and the lunch room are air-conditioned.

The building is served by the Missouri, Kansas and Texas Railroad and the 3,300 square foot platforms are equipped to unload four freight cars simultaneously. The shipping dock from the warehouse has four truck positions, two of them with leveling devices, and there is a separate shipping dock for the parts department.

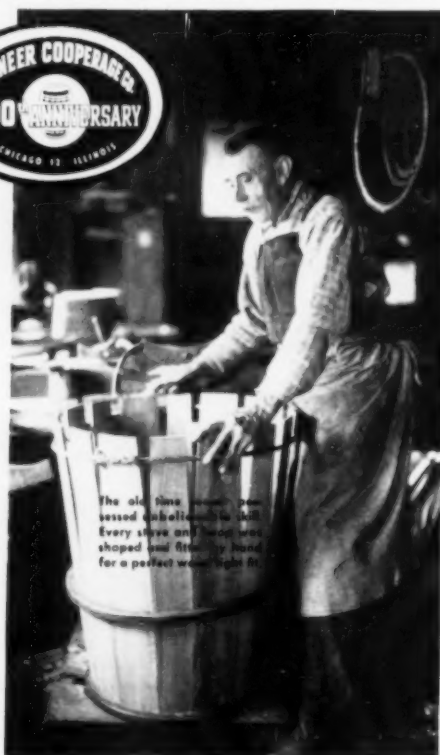
100

YEARS OF BARREL
AND KEG MAKING

What does it mean to you?

It means that all of the skill and craftsmanship of the old time cooper, plus modern developments and machines still produce the world's finest, most durable container for water.

Pioneer white oak kegs keep water clear and cold. They possess the natural insulation, and evaporative quality only wood can give. Pioneer kegs are virtually indestructible, with no metal to rust or discolor water.



*Stock and display Pioneer Kegs
for profit and customer satisfaction.*

RAILROAD WATER KEG

5 to 50 gallon capacity

Seasoned kiln dried oak. Bound with black steel hoops. With hinged lid and black side drop handles. Metal or wood faucet can be supplied.

See your distributor or write for name and address of nearest source.

450 North Hoyne Avenue

Chicago 12, Illinois



Pioneer
COOPERAGE COMPANY

See our display in Room 20 at the Texas Hardware and Implement Show.



**Soil Loamy?
Or Sandy?
Or Rocky?**

"EMPIRE"

**Built Tillage Tools are Custom
Made to Fit Any Cultivating Need!**

"EMPIRE" built Sweeps, Shovels, Teeth, Steels, Furrowers, Hoes, etc. are specifically designed to meet every cultivating need... a pattern guaranteed to give top performance regardless of the condition of the land.

It is the line that makes good business better—the first name in Tillage Tools.



**Heat Treated
FOR TOUGHNESS
Tempered
FOR PERFORMANCE**

THE EMPIRE PLOW COMPANY
Specialists in Tillage Tools Since 1840
CLEVELAND 27, OHIO

1840 1954

*It Pays to Sell the Line with
Ready Trade Acceptance!*

4 Great Retail Sales Builders for 1954

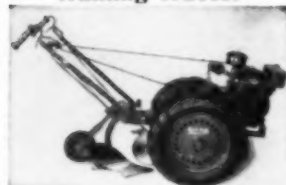
**New Models
Better Than Ever
in Design and
Performance**

SHAW "DU-ALL"

**Attractive Prices and
Discounts—Substantial
National and Local
Advertising Support**

Garden and Small Farm TRACTORS

**Sturdy 1½, 2½, 3, 5 H.P.
Walking Tractor**



Powerful, yet easy to handle... with variable speeds, adjustable wheel widths, individual gang tool controls. 3 speed and reverse automotive gears on 3 and 5 H.P. models. Pulls 6...7...up to 10-inch plows, does all cultivating, pulls lawn mowers. All wanted tools and power take off attachments for mowing, sawing, spraying, etc.

**Rugged, Low Cost 2½, 5, 8 H.P.
Streamliner**



Newest, smartest looking garden and lawn tractor on the market. Powerful, practical, streamlined, comfortable. 3 speed and reverse automotive gears. Friction brakes. Speeds ¼ to 7 M. P. H. Pulls 8...10...12 inch plows. Cultivates astride or between 38 inch rows. Available with all tools and power take off attachments for mowing, raking, hauling, bulldozing, etc.

**Powerful 8 and 12 H.P.
Riding Tractor**



Ideal for the small farm... with power and rugged construction to stand up under hard work and simple design to keep costs down. Handles 10...12...14 inch plows. Works astride or between 42 inch rows. 3 speeds and reverse automotive gears. Does everything in ground preparation, cultivating, hauling, mowing, raking and power take off attachment operation.

Some Dealerships Open—Write for complete details the profitable Shaw line, franchise information, discounts, etc.

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8301 Front St., Galesburg, Kan.

**INEXPENSIVE NEW GARDEN
TILLER...LAWN MOWER**

Nine inch rotor pulverizes 12 inch swath 6 inches deep, makes perfect seed bed. 1½ H.P. Extremely low cost. Rotor quickly replaced with single wheel for lawn mower operation, hauling, power take off work.





MM flexible discer

Gain

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Sales are yours every season of the year when you sell Midland. You offer 31 different attachments for year 'round jobs. You offer 2½, 3 and 5 hp. models, each with 5 forward speeds, 1½ to 9 mph., plus reverse.

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City Zone State

Flexible Discer Added to MM Line

A NEW FLEXIBLE discer has been added to the line of farm implements manufactured by the Minneapolis-Moline Co. It is called the FD Discer and has been designed for large discing jobs and combined discing and seeding.

The new Discer is available in 11½-foot and 14-foot models.

It has flexible disc gangs that move up and down, independent of each other, to follow ground contours and to roll over stones or other field obstructions. The 11½-foot model has four gangs of five discs each and the 14-foot model has five gangs of five discs each.

According to company engineers, the FD Discer is equipped with pressure springs and lifting rods to keep the discs operating at a uniform depth. Two adjusting nuts are provided on each lifting rod so that disc penetration may be adjusted to the soil condition. All of the gangs are under complete control of a hydraulic unit. This unit can be used to lift the gangs evenly or apply equal down pressure.

The main frame, running the full width of the Discer, is a steel tube, six inches in diameter. The rear frame support is also a steel tube, four-and-one-half inches in diameter. Other parts of the Discer are double-welded to these frames.

The 11½-foot model can be adjusted to discing widths from 10 to 12½ feet, and the 14-foot model can be adjusted from 12¾ to 15½ feet. Both units can be reduced to a 9-foot width for transporting.

The new FD Discer can be equipped with a seeding attachment to prepare the soil, seed, and cover all in one trip over the field. A galvanized steel hopper, steel seed tubes, and an automatic seeder engager are used. The seeder engager starts the seeding mechanism when the discs are lowered and stops it when the discs are raised.

New Idea Introduces New Fertilizer Spreader

NEW IDEA Farm Equipment Co., Coldwater, Ohio, has introduced a new five-foot, rear-mounted side dresser and broadcast fertilizer spreader designed for use with

Sell Dependability!



New control valve saves you fittings. Makes a neater job. Has handy priming plug and drain plug.

F&W 2-Stage Deep Well Jet Pump



F&W Verijet Bullet Pump

Exclusive patented design pumps 40 to 70% more water per H.P. than other shallow well jet systems.



Deep Well 6" Stroke Piston Pump

Built like a fine motor car. Bearings pressure-lubricated. Heat-treated gears and shafts.



F&W Multi-Purpose Pump

Change from shallow to deep well simply by moving jet from the pump down into the well. No extra package or parts to buy.

It's the one great quality your customers need in a water system. And with the F&W line you supply them with unmatched dependability whether they have a deep or shallow well and whether they prefer a centrifugal-jet or piston type pump.

• And all these F&W water systems are great performers. Typical is the new F&W two-stage deep well pump shown on the left. It delivers high capacities at depths formerly reached only by more expensive three-stage pumps. Go on down the whole F&W line and you'll find the same high performance and that great quality of dependability that your customers need and want. Drop us a line and we'll be glad to send you full information on the line that sells *and stays sold*.

FLINT & WALLING MFG. CO., INC.

119 Oak Street, Kendallville, Indiana

**DEPENDABLE
FOR
88 YEARS**

**F&W
WATER SYSTEMS**

Ford and Ferguson tractors, with or without cultivator.

The machine has high clearance, which allows cultivation and side dressing of mature crops. Row width adjustments range from 6 to 72 inches.

Drive of the new spreader is actuated off the brake drum. The machine is designed for driving inside or outside the tractor wheels according to row widths. Other patented features include the cam agitator and "positive control" feeding mechanism found on other New Idea models.



New Strunk Chain Saw Now Available

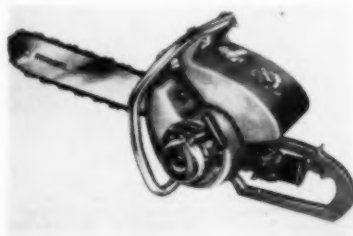
THE 1954 VERSION of the Strunk model 3-19 chain saw is now on the market. Several key changes in the design of the 3-19 have given its successor, the P 3-19, more power and cutting speed, according to the manufacturers, the Strunk Equipment Co. of Coatesville, Pennsylvania.

Bore size is a full 2" with a corresponding increase in cutting ef-

iciency. Engine holding devices have been strengthened to take the extra horsepower. A positive chain tightener has been added, and guide bars for the P 3-19 have been treated with an alloy to prevent them from "burning."

Features of the 3-19 that have been retained include automatic

lubrication and float-type carburetion, placed for easy two-position cutting.



Oliver Corp. Acquires Be-Ge Manufacturing Co.

THE OLIVER Corp. has acquired the outstanding capital stock of Be-Ge Manufacturing Co., Gilroy, California, manufacturer of construction machinery and farm equipment, according to Alva W.

BUY BIG ORANGE AND YOU BUY THE BEST

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Tractor, Plow and Harrow Clevises—Hay Hooks
Trailer Hitches—Hitch and Clevis Pins

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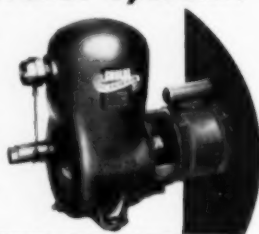
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*Swings
In and Out...
Grinds
Coming and Going*

FOR THE **LANTZ SICKLE GRINDER**

In the last few years this new-type sickle grinder has met ready acceptance among farmers, ranchers, high-way and park maintenance crews. There are many more sales to be made in every locality... easy sales for dealers who will stock and display the Lantz Swinging Sickle Grinder. Dealers can also make extra income doing custom grinding.

FASTER, BETTER, EASIER GRINDING

Sickles will cut better, stay sharp longer when sharpened on the Lantz. Assures faster weed and grass cutting. The grinding stone is mounted in a swinging arm... grinds coming and going. One man operates it; grinds sickles from 1 to 7 feet long. Spring loaded table keeps sickle section against stone. Grinds a uniform edge; maintains proper bevel, prolongs sickle life. A.C. motor for shop work... 1/4 h.p. gas engine for field work. Drilled for mounting on bench, wall or truck.

WRITE for literature giving full details on this fast selling item.

LANTZ MFG. CO., INC., Dept. SA-720, Valparaiso, Indiana

Wherever Moldboard Plows are used, you can sell...

LANTZ 2-Bladed Coulters

The best
COULTER BUY

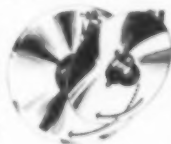
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Kutter-Kolter,
the original
2-blade coulters,
200,000 in use.*

• Only Lantz makes 2-bladed coulters, and naturally two blades are better than one. The double slicing action enables a moldboard plow to cut through trash, roots and stubble which aids covering, gives cleaner plowing once over.

Dynamometer tests (recorded pounds pull) prove that Lantz 2-Bladed Coulters pull no harder than other special coulters. They save costly friction on landside of moldboard because they produce less side draft than other special coulters.

NEW Model B LANTZ COULTER

New developments based on 15 years of Lantz experience as coulters specialists, give the Model B extra advantages.



Adaptable to plows with limited clearance, also to certain left hand or 3-way plows. Arrows in cut show how disc blade crosses path of coulters blade to give rotary scissor action without binding. Model B and the Kutter-Kolter give a choice of coulters to suit the conditions.

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Other Root built WHIZ 20" and 26" interchangeable attachments include: Posthole Digger, Circular Saw, Chain Saw, Self Propelling Unit, Edger, Grinder, Cordwood Cutoff, Snow Blower

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FOB Topeka

(Model 100; Not Shown)



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Exclusive all-position from driver's seat! Blade may be tilted or extended right or left manually. Ideal for 'V' ditches. Instantly reversible.

Shawnee

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HOG WATERERS!**



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CALF WEANERS
ANOTHER FINE
PROFIT ITEM.

QUINN WIRE AND IRON WORKS
DEPT. 1643 BOONE, IOWA

Phelps, chairman of the board, and A. King McCord, president of Oliver.

The officers of the Chicago farm and industrial equipment manufacturing company said that Albert Gurries, president, and other stockholders of the California concern have delivered to Oliver all the outstanding shares of Be-Ge stock. Be-Ge will hereafter operate as an Oliver subsidiary under the direction of the present management headed by Gurries and David V. Stout.

McCord said that Be-Ge's net sales for its last fiscal year amounted to \$2,672,000.

In Chicago Phelps stated that Oliver has for some time been seeking an active and successful plant in California upon which to base expanded West Coast operations. He said that the Be-Ge acquisition is a continuation of Oliver's policy of expansion and diversification.

Be-Ge will be operated as a separate division, and both its manufacturing and its dealer organizations will be retained. A wide increase of potential distribution for Be-Ge products is expected through Oliver's dealer organization east of the Rockies, numbering approximately 2,500.

SMITH SPRAYERS

"Since 1888"

RITESIZE SPRAYER

2 GAL. COMPRESSED AIR



The "ladies' choice." Dome top welded tank. 1 1/2" curved brass extension. Light weight. Extra long 3 ft. hose and adjustable nozzle enables user to spray trees, gardens or flowers with no effort. Long or short distance spray. Brass pump. Good seller. Highly popular.



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New Idea Fertilizer Spreader



Pictured above is the fertilizer spreader introduced by New Idea Division, Avco Manufacturing Corp. during 1953. In an article on page 125 of the November issue of SOUTHERN FARM EQUIPMENT a description of this equipment was accompanied, unfortunately, by a picture of the company's manure spreader. Though the editors' faces remain a deep crimson it is hoped that this picture will set the record straight. The spreader which is available in three pull-type models—8, 10 or 12-foot spreading widths—will spread from 10 to 5,000 pounds per acre. Its patented "positive control" rate dial can be set according to the rate needed per acre and also according to the kind of fertilizer or seed. Other features of the unit include a tractor seat control lever, a heavy gauge steel all-welded hopper and removable shutters

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LOADED WITH NEW-ADVANCED-SALES FEATURES**

You can afford to welcome competition by offering a tractor, power packed with sales points... WIDE SPEED RANGE... NEW TRIGGER HITCH... SAF-T-TORQ POWER TAKE-OFF SHAFT...

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MODEL 15 FD**



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You can offer customers as many as 111 tools and attachments such as a cultivator, mold-board plough, disc harrow, circular saw and weed cutter, sickle bar, air compressor, sprayer, riding sulky, dump cart, lawn roller, Sno-Caster and lawn mower.

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6 SIZES OF CHAIN SAWS



6 models including a bow saw, loaded with new features and offered at a new low price to help you make sales.

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9 models highlighted by the sensational new Bolens 20" self-propelled rotary mower. Grind-A-Leaf Attachment available.

4 M-E ROTARY TILLERS



Featuring the Bolens M-E Mustang and 3 larger models — the BA-12, BA-16 and BA-24, all carrying the Guarantee... Non-winding tines guaranteed against breakage.

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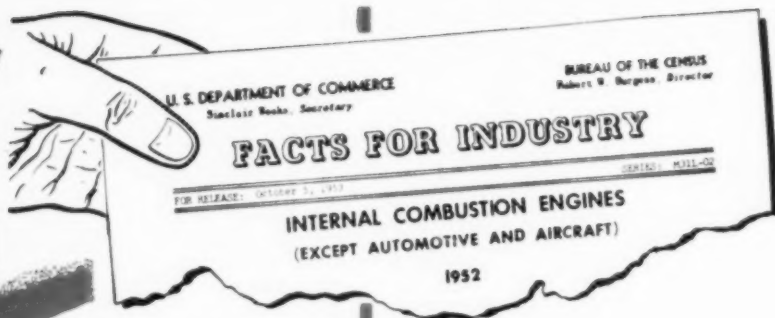
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* Does not include automotive, aircraft, outboard marine or "captive" engines made by manufacturers for use on their own equipment.

Again official U. S. Government statistics provide positive proof of Wisconsin Air-Cooled Engine leadership, based on figures contained in Bureau of The Census release, dated Oct. 5, 1953.

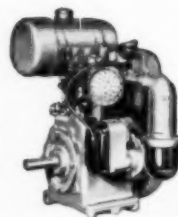
These statistics, compiled from reports received by the Census Bureau from 94 manufacturers of Internal Combustion Engines, indicate that Wisconsin Motor Corporation produced more engines within our horsepower range, than all other engine manufacturers combined. This includes all Census Bureau classifications from 11 to 175 cu. inch piston displacement, although the smallest Wisconsin Air-Cooled Engine has a displacement of 13.5 cu. inches, and the largest 154 cu. inches.

The breakdown, based on Census Bureau groupings is as follows:

11 to 50 cu. in. displ., Wisconsin's share.....	54.22 %
51 to 100 cu. in. displ., Wisconsin's share.....	72.51 %
101 to 175 cu. in. displ., Wisconsin's share.....	29.44 %

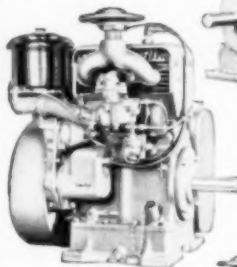
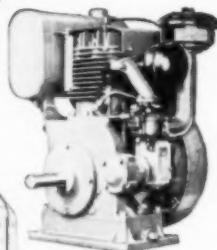
The aggregate average of Wisconsin Heavy-Duty Air-Cooled Engines, within the above power classifications, amounts to more than 50% of the total . . . in excess of the combined output of the other 93 engine manufacturers covered by the survey.

This Proof of Preference should be of special interest to all original equipment purchasers, users, distributors and dealers because it is indicative of outstanding Customer Satisfaction . . . based on Wisconsin Engine Structural and Operating Power Advantages. It pays to back a winner!



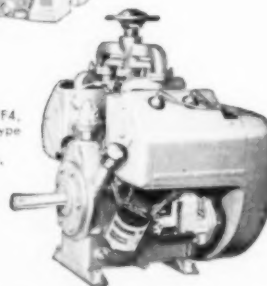
Models ABN, AKN, AEN, 4-cycle single cylinder, 3 to 8 1/4 hp.

Models AFH, AGH, AHH, single cylinder, 6 to 9 hp.



Models TE and TF, 2-cylinder, 7 to 15 hp.

Models VE4, VF4, and VG4D, V-type 4-cylinder, 15 to 36 hp.



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World's Largest Builders of Heavy-Duty Air-Cooled Engines
MILWAUKEE 46, WISCONSIN

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1. a full line for all soil conditions
2. unmatched quality and uniformity
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5. made by the most experienced producer of farm implement steel—since 1860



Crucible's full line of LA BELLE discs meets all your customers' requirements no matter what type equipment they use.

And LA BELLE discs find ready acceptance everywhere. Farmers have been specifying them since 1870, with the assurance that every disc will give long, dependable discing life.

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 REX HIGH SPEED • TOOL • RESISTAL STAINLESS • ALLOY • MAX-EL MACHINERY • SPECIAL PURPOSE STEELS



MAKING FARMS BIGGER

between the line fences

Today's better farmers — many of them in soil conservation districts — are adding to their farms without extending the line fences. They are increasing production and cash income by expanding the *third* dimension of their land ... *its depth.*

Home-owned subsoilers can open the way to higher returns from millions of acres where a layer of "tight" soil below normal tillage depth limits the penetration of rainfall or restricts the drainage of low spots.

Tests have shown that tightly compacted soils will absorb water 3 to 4 times faster when subsoiled. Now, this deep tillage can be done to depths up to 18 inches or more with regular wheel tractor power. The low-cost subsoiler for Allis-Chalmers CA, WD, or WD-45 Tractors is pulled successfully by means of the Traction Booster system on these models.

With home-owned equipment like this, subsoiling is within reach of every power farmer, and may be done economically as often as needed.

Erosion and floods can be reduced; excess water kept out of low spots; and rainfall held on drouthy hillsides.

In selling — and demonstrating — this mounted subsoiler, Allis-Chalmers dealers are adding new depth to their own operations by increasing the *production* acres on their customers' farms.



UP ON THE HILLSIDE OR DOWN IN THE BOTTOMS, subsoiling boosts yields by giving greater control of water. It increases the land's capacity to absorb and store rainfall; provides crops with easy access to a reservoir of life-saving subsoil moisture during dry spells. Another advantage of subsoiling is protecting new terrace and waterway construction by reducing run-off and soil washing.

ALLIS-CHALMERS
TRACTOR DIVISION • MILWAUKEE 1, U. S. A.

Red Devil

Painters' and Glaziers' Cutlery

QUALITY FIRST MAKES IT FIRST IN DEMAND

Quality—from design to finish—has made Red Devil the most asked-for cutlery on the market. Blades are made of high carbon tool steel, highly polished. Oil hardened and tempered and full taper ground under water. Red Devil's full line contains a wide range of sizes, styles, and prices to suit every requirement.

P1 Series—

Putty Knives and Wall Scrapers

An example of mechanics' cutlery at its best. Available in all sizes from 1 1/4" to 4" blade width and various blade tempers—stiff, flexible, and superflex.

P25— Burn-Off Knives

Extra-long handle (7 1/2") prevents burned fingers and skinned knuckles. Provides a long reach for those hard-to-get-at places. Blade tang fastened securely to slotted beech handle with 3 large brass compression saw rivets. 2 1/2" to 4" blade widths.

P23 Series— Putty Knives

and Wall Scrapers

Priced to give full value. Full tang blade with tough patented red or black Tenite handle. 1 1/4" to 4" width blades—stiff or flexible temper.

P15—Putty Spreader

Extra heavy taper ground. A real mechanic's tool, designed for those who want the best. Extra strength provided by solid brass ferrule. 1 1/2" blade is made of carefully hardened tool steel.

P2 Series— Wall Scrapers

No handcramp with these oversize handles. Tongue wedged to handle with compression rivets. Broad blade gives spatula effect. 2 1/2" to 4" blade widths available in stiff, flexible or superflex tempers.

P19—Bent Knife

Perfect tool for steel sash work, filling floor cracks, pointing up wall board joints, "spachtling" trim, etc. Tool steel blade is tempered and ground to have the right "hang." 1 1/8" and 1 1/2" width.

P17—Putty Chisel

Extra-heavy hardened tool steel blade, uniform in thickness from handle to end. Chisel point. Handle permanently fixed to blade tang. Blade width 1 1/4". Available with full blunt point (No. P17-1 1/4B).

P105—Putty Knife

Inexpensive fast-seller for household and miscellaneous use. Strong, colorful Tenite handles, highly-polished blade, 1 1/4" wide.

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